

21 世纪旅游英语系列教材

*An English Textbook
for Tourism*

西南旅游



英文高级教程

周毅 张晓萍 主编



北京大学出版社
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21 世纪旅游英语系列教材

Tourism in Southwest China
—Advanced English Textbook

西南旅游英文高级教程

主 编：周 毅 张晓萍

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前 言

随着我国旅游业和旅游教育事业的迅猛发展,尤其随着西部大开发进程的不断加快,编写一部既具有理论高度和国际视野又结合西南地区旅游发展特色的高层次旅游专业英语教材已经势在必行。这就是本教材出炉的初衷,也是本教材的一大特点。教材里的一些内容虽着眼于西南地区,但对中国的其他地区仍有普遍的参考价值,因为书中所展示的专业理念和英语水准决不仅限于某个地区。本书的主要对象为大学旅游专业的本科生和研究生,也可供旅游专业的教育工作者和旅游行业的中、高层管理人员阅读和参考。

该教材既然称为“高级教程”,就意味着它在介绍中西方旅游研究的最新理念、信息和案例时保持着较高的专业理论水平、广泛的知识内容、国际性的理念以及相当的英语语言难度。书中所涉猎的专业理论知识已大大超越本学科的初级阶段,其英文自然为原文程度。由于这是一本高级旅游专业英语教材,故一般的英语语言难点和语法问题及其练习不属于本教材的范围。参与设计与编写本教材的十五位中外学者(其中有两位美国人,一位法国人)除一人任职于西南地区的旅游公司外,其他人均任教于西南地区的主要高校,在旅游学和外语方面都有较高的造诣及丰富的行业经验,其中有些学者曾多次到欧美国家考察、学习和研究,回国后长期在高校从事旅游专业的教学和研究。这支特殊编写队伍的努力,使这本教材既体现了中西方有关旅游学和旅游业的最新进展,又展示了中西方在旅游问题上的不同视角。教材在介绍中西方旅游研究的最新发展情况、理念与信息以及西南地区旅游业的实际案例的同时,还注重专业英语语言的深度和规范。通过本教材的学习,读者既能透过多个视角来审视旅游业和旅游教育事业,学到丰富、最新的旅游理念并且拓宽行业视野,又可掌握地道的专业英语的表达方式,从而为将来从事与旅游相关的科研、教学和管理工作的奠定坚实的基础。培养西南地区高素质的旅游专门人才,让我国的旅游业和旅游教育事业尽快与国际接轨,为祖国的旅游业和旅游教育事业的发展贡献一点力量,是本书编著者的宗旨。

全书共分十个单元,涉及十个旅游学和旅游业的专题;每个单元又含三章,每章围绕相关专题进行深入的探讨,课文后列有英中文双解的关键词、注释和口笔头练习以及参考资料。就编写任务而言,具体编著者的分工如下:

周毅编写第四单元的第二章、第六单元的第三章和第七单元的第二章;

张晓萍和董丹萍编写第一单元的第一章和第六单元的第二章;

张晓萍编写第十单元的第一章和第三章;

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Giovanni Valenti(美)编写第八单元的第二章、第九单元的第一章和第三章;

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董建新编写第三单元的第三章;

张顺赴编写第一单元的第二章和第十单元的第二章;

杨光蓉编写第一单元的第三章和第九单元的第二章。

毫无疑问,本教材得以顺利地编写和出版,应归功于主编、副主编与全体编委以及北大出版社编辑的通力合作。在编写过程中,主编和副主编做了大量的指导协调工作;在审稿过程中,主编周毅和美籍教师 Giovanni Valenti 做了大量认真、仔细的审校工作。在此,谨一并表示感谢。然而,当局者迷,旁观者清。本书若存在一些不足之处,我们将随时恭候同行专家和读者不吝指正,以利于今后的编写工作。果真如此,那我们在此提前表示谢意。

周 毅

2004年2月28日于四川大学旅游学院

目 录

第一单元 旅游业	(1)
第 1 章 旅行与旅游业	(1)
第 2 章 旅游产品分析	(8)
第 3 章 中国西南地区旅游业的现状与未来	(17)
第二单元 旅游消费心理与行为	(25)
第 1 章 旅游需求与趋势	(25)
第 2 章 旅游消费行为	(32)
第 3 章 旅游四川的外国游客的消费心理与行为分析	(41)
第三单元 旅游效应	(49)
第 1 章 旅游效应概述	(49)
第 2 章 旅游经济统计的基本概念	(55)
第 3 章 云南的旅游经济效应分析	(63)
第四单元 旅游文化与文化旅游	(71)
第 1 章 旅游文化与文化旅游概述	(71)
第 2 章 中、西旅游文化对比研究	(77)
第 3 章 旅游对社会文化的影响	(85)
第五单元 生态旅游	(92)
第 1 章 生态旅游业	(92)
第 2 章 美国国家公园的管理政策	(98)
第 3 章 旅游对环境的影响	(107)
第六单元 旅游资源与管理	(114)
第 1 章 饭店分类系统	(114)
第 2 章 世界遗产地的管理	(121)
第 3 章 澳大利亚的旅游资源法规	(130)
第七单元 旅游市场营销	(137)
第 1 章 旅游市场营销原理	(137)

第 2 章	新加坡国际航空公司营销案例分析	(146)
第 3 章	针对云南旅游业的 SWOT 分析	(153)
第八单元	旅游管理	(160)
第 1 章	饭店管理	(160)
第 2 章	旅行社管理与电子商务	(169)
第 3 章	饭店人力资源管理比较研究	(177)
第九单元	旅游规划	(186)
第 1 章	2002/2003 年加利福尼亚旅游规划(缩写版)	(186)
第 2 章	发展中的贵州旅游业	(198)
第 3 章	西藏旅游规划概况	(206)
第十单元	中西旅游人类学研究	(215)
第 1 章	西方旅游人类学概论	(215)
第 2 章	四川旅游人类学案例分析	(223)
第 3 章	云南旅游人类学案例分析	(232)

Contents

Unit One Tourism	(1)
Chapter 1 Traveling and Tourism	(1)
Chapter 2 Analysis of Tourism Products	(8)
Chapter 3 The Status Quo and Future Prospects of the Tourism Industry in Southwest China	(17)
Unit Two Consumer Psychology and Behavior Tourism	(25)
Chapter 1 Tourism Requirements and Trends	(25)
Chapter 2 Consumer Behavior in Tourism	(32)
Chapter 3 Analysis of Consumer Psychology and Behaviour of Foreign Travelers in Sichuan	(41)
Unit Three Effects of Tourism	(49)
Chapter 1 Introduction to Effects of Tourism	(49)
Chapter 2 Some Basic Concepts of Tourism Statistics	(55)
Chapter 3 Analysis of Economic Impacts of Tourism in Yunnan Province	(63)
Unit Four Tourism Culture and Cultural Tourism	(71)
Chapter 1 Cultural Tourism: A Brief Introduction	(71)
Chapter 2 A Comparative Study of Chinese and Western Tourism Cultures	(77)
Chapter 3 Socio-Cultural Impacts of Tourism	(85)
Unit Five Ecotourism	(92)
Chapter 1 The Ecotourism Industry	(92)
Chapter 2 Management Policies of the U. S. National Park Service	(98)
Chapter 3 Impacts of Tourism on the Environment	(107)
Unit Six Tourism Resources and Management	(114)
Chapter 1 Hotel Classification Systems	(114)
Chapter 2 Management of World Heritage Sites	(121)

Chapter 3	General Rights and Duties of Australia's Proprietors of Tourist Activities and Attractions	(130)
Unit Seven	Tourism Marketing	(137)
Chapter 1	Principles of Tourism Marketing	(137)
Chapter 2	Case Study on the Marketing of Singapore International Airlines	(146)
Chapter 3	SWOT Analysis of Yunnan's Tourism Sector	(153)
Unit Eight	Tourism Management	(160)
Chapter 1	Hotel Management	(160)
Chapter 2	Travel Agency Management and E-Commerce	(169)
Chapter 3	Human Resource Management in Hotels; A Comparative Study	(177)
Unit Nine	Tourism Planning	(186)
Chapter 1	2002/03 California Tourism Program (Condensed Version).....	(186)
Chapter 2	The Developing Tourism Industry in Guizhou	(198)
Chapter 3	Survey of Tourism Planning in Tibet	(206)
Unit Ten	Studies of Anthropology of Tourism in China and the West	(215)
Chapter 1	Concept of Anthropology of Tourism in Western Countries	(215)
Chapter 2	Case Study on Anthropology of Tourism in Sichuan	(223)
Chapter 3	Case Study on Anthropology of Tourism in Yunnan	(232)

Unit One Tourism

Chapter 1 Traveling and Tourism

People used to travel in search of food or animal skins for clothing, or for territorial expansion. Travel in those early days was time-consuming and dangerous. The word travel comes from the French word “travail,” which means work, and that is what it was, hard work. Most early travel was on foot, but later donkeys began to be used. Waterways and seaways also frequently became paths for trade and commerce.

Starting from several millennia B.C. and continuing for several hundred years A. D., organized travel in the West probably originated during the great empires of the Persians, Assyrians, Greeks, Egyptians, and Romans. During the empire period, travel developed for military, trade, and governmental reasons, as well as for communications from the central government to its distant territories.

Travel was also necessary for artisans and architects “imported” to design and construct the great palaces and tombs, many of which are still destinations for today’s tourists. Travel led, as well, to the infrastructure construction of roads, canals, mileage markers, sentinel posts, wells, hostelrys (crude as they were), and eating spots.

In ancient Greece, people traveled to the Olympic Games, an event that required accommodations and good services for both the participants and the spectators. The same demands are made today by people flocking to major sporting events.

During the Middle Ages¹, from about A. D. 500 to 1400, much of the middle class disappeared, and trade declined as people returned to the land. The shadow of what is sometimes referred to as the Dark Ages² began to lift in about A. D. 1000 when the Church started to do a great deal of building, particularly in France where the new churches and cathedrals became, and still are today, tourist attractions.

In the later part of this period, the Christian Crusades³ succeeded in seizing the Holy Land, and peaceful pilgrimages by Muslims to Mecca⁴, and Christians to Jerusalem and Rome, began. These pilgrimages had a religious basis, but they were also social and recreational events. In England, pilgrimages to Canterbury were made popular through Geoffrey Chaucer’s *Canterbury Tales*⁵. Other favorite destinations were Santiago de Compostela⁶ in Spain and Rome in Italy. It took the average horseback rider almost two

months to travel the twelve hundred miles from London to Rome—twice that long if the pilgrim were on foot. The journey to Rome was particularly arduous as it meant crossing the treacherous Alps.

By this time, package tours (probably the first ever available) from Venice to the Holy Land were offered. The trip's cost included passage, meals and wine, accommodations, donkey rides, and bribe money, in order to prevent confiscation of baggage, endless delays over red tape⁷, or mischief from camel drivers. There were always local hustlers who found the neophyte tourists easy to exploit, but these travelers also had for their convenience accommodation bureaus, travel agencies, guidebooks, souvenir shops, and many other aspects of travel familiar to us today. Even if people did not travel in a formal group, they tended to stick together, because solitary pilgrimage was too dangerous at that time.

In the later part of the thirteenth century, a native of Venice, Marco Polo, explored the land routes from Europe to China and other parts of Asia. The Chinese had a fairly well developed road system; indeed, the first was built during the Zhou Dynasty (1066—256 B. C.). Polo's book on his travels was the West's main source of information about life in the East, and it described, among other things, the use of paper money, which at that time was unheard of in the West.

There is also evidence that the Vikings⁸ arrived in North America as early as A. D. 1000. The Spanish also traveled by sea, and Christopher Columbus brought European trade to North America as early as 1492. Indeed, Marco Polo's book is said to have inspired Christopher Columbus to travel west from Genoa⁹, Italy, across the Atlantic to try to reach Asia. At that time the Europeans did not know that the North American continent existed. When Columbus first reached the land in 1492, he thus thought he had arrived in India, and so he named the islands he had reached the "West Indies" (today known as the "Caribbean"). The Portuguese were also great sailors and went on voyages to the Azores, Africa, and Asia, settling themselves in Macao (an island off Hong Kong) in 1557.

The Renaissance¹⁰, or revival, began in Italy, where relative political stability, economic expansion, a flourishing urban civilization, and wide contact with other cultures provided a new view of the world, including the concept that people could master their environment and control their future. From Italy the Renaissance spread throughout the rest of Europe. It introduced the view that truth lay outside the mind and spirit. It thus created a desire to explore, discover, and understand and encouraged historic and scientific investigations. At the same time when explorers were bringing back tales about distant lands, the aristocracy and wealthy were traveling extensively in Europe.

The Elizabethan traveler was described by Francis Bacon¹¹ as the "merchant of light." This new type of tourist traveled to broaden his or her experience and knowledge, whereas the pilgrim had traveled to experience the mystery of the Church. While the pilgrim was

guided by the Church, the new traveler was an individual. Queen Elizabeth sanctioned this form of travel, and the crown often paid for part of it, especially for future diplomats. Universities also began giving travel fellowships.

The main destination of this Elizabethan Renaissance tourist was the undisputed apex of culture at that time: Italy. For the Elizabethans, ancient Rome was the greatest civilization the world had ever had. A popular stop on the way to Rome was the Frankfurt Book Fair¹² where publications were displayed that imbued the travelers with the right spirit of discovery and enterprise. Besides the book fair, there was a vast merchandise exposition where visitors could gather ideas about manufacture and commerce, the major issues of the day. The Frankfurt Book Fair was one of the earliest trade shows that attracted tourists, and it is still a major annual international event today.

The Industrial Revolution¹³, which lasted from about 1750 to 1850 in Europe, created the base for mass tourism as we know it today. This period brought profound economic and social changes and turned most workers away from basic agriculture into the town factory and urban way of life that we have today.

The Industrial Revolution introduced machinery that vastly increased productivity. New kinds of power to move vehicles (such as trains and ships) were invented, as were new methods of mineral extraction. Raw materials were required from the New World¹⁴, and a new wave of imperial expansion began. All of these developments required scientific learning and exchange. Many new occupations led to a rapid expansion in the middle class's wealth and education, as well as an increase in leisure time and a demand for recreation travel activities; the elitist Grand Tour¹⁵ declined in popularity.

Initially, creational tourist trips were generally only day trips, because most people still had only limited discretionary income, and even weekends "off" had only just become the norm. Later, workers began to take annual vacations and to escape from the rapidly growing urban areas in which most of them had to earn their income. They turned to the spas and seaside for these holidays and set the tone for much of the tourism industry base today. Some destinations—up until then visited primarily by the rich—expanded, and others were newly established to capture this growing middle-class market. To these destinations the middle class was a huge market compared with the small number of the earlier aristocratic visitors. What new tourists did not have was a large amount of money to spend; rather, they made up for it in numbers.¹⁶

Transportation improved the development of railways in the 1800s, making travel cheap, fast, and safe. With the advent of rail travel, the middle classes in Europe flocked to the seaside resorts. Hotels, restaurants, shops, and other tourist attractions sprang up to cope with this flood.

The railway also revolutionized thoughts about where people could go. A factory

worker could now travel as quickly as an aristocrat. In other words, the train became an agent of democracy. Another agent who helped this along was the travel agent, who first appeared in the form of Thomas Cook, who organized the first train tour trip in England in 1841. Also in 1841, Henry Wells in the United States started in the travel business with what became Wells Fargo and later American Express¹⁷.

In the last fifty years, the automobile has had an immense impact on tourism. Although it was invented in the 1890s, it was not until twenty or thirty years later that its mass production gave society mobility never before possible.

Soon after the Great Depression¹⁸ of the 1929—1933, World War II (1939—1945) began. As was the case with previous wars, this one eliminated one version of the good life¹⁹ but created a new infrastructure for more tourists than ever to enjoy their version of another good life. After World War II, tourism, restrained as it had been for several years, began to burst out again²⁰ as the optimism of peace, along with prosperity, blossomed²¹. More people than ever now belonged to the middle class.

World War II put hundreds of thousands of North American military personnel into contact with other cultures, environments, and peoples in both Europe and Asia. The war was also the impetus for dramatic improvements in communications and air transportation that have made travel so rapid and easy today. Indeed, more people today travel between North America and Europe than between any other two distant areas in the world, and it is cheap, mass air travel that allows that to happen.

This quick trip through history shows us that tourism is founded on various phenomena. As the production of goods and services increases, it creates both money and more available leisure time. At the same time, a better-educated, better-aware population will want to travel and improve their knowledge and education. Improved transportation makes travel cheap, rapid, easy, comfortable and relatively secure. Finally, improved communications through print, radio, television, telephone, fax, computer and so on make the marketing of tourism much easier today than in earlier times.

Key Words

1. territorial *adj.* of land, esp. forming a division of a country 领土的
2. time-consuming *adj.* 耗时间的
3. artisan *n.* skilled workman in industry or trade 工匠; 手艺人
4. infrastructure *n.* the whole system of bases, services, training establishments, etc.
基础设施(如教育、运输、通讯等设施)
5. sentinel *n.* & *v.* watchman; sentry 哨兵; 看守; 守卫
6. hostelry *n.* inn 旅馆; 旅店

7. lift *v.* raise 出现; 消散; 掀, 扬
8. pilgrimage *n.* journey of a pilgrim 朝圣
9. arduous *adj.* (of work) needing and using up much energy 艰苦的; 艰巨的
10. treacherous *adj.* not reliable; dangerous 不可靠的; 有暗藏危险的
11. bribe *n. v.* a secret gift; to offer secretly 行贿; 贿赂
12. confiscation *n.* a confiscating or being confiscated 充公; 没收
13. hustler *n.* a person who gets money dishonestly 奸诈的人; 投机取巧的人
14. neophyte *n.* beginner 初学者; 新手
15. bureau *n.* a governmental or municipal department or office 局; 处
16. Caribbean *n.* 加勒比海(美洲)
17. Renaissance *n.* (period of the) revival of art and literature in the 14th, 15th and 16th centuries, based on classical forms 文艺复兴
18. aristocracy *n.* ruling body of nobles; nobles' class 贵族(阶层)
19. sanction *v.* to approve 批准; 认可
20. fellowship *n.* the position, status or salary of a college fellow 研究员的职位, 研究奖金
21. apex *n.* top or highest point 顶点
22. exposition *n.* exhibition of goods, etc 展览会; 博览会
23. elitist *adj.* (of people) the best or talented 精英阶层的; 具有优越感的
24. discretionary *adj.* free to do what seems right or best 自由决定的; 可自由支配的
25. spa *n.* (a place of) a spring with mineral water; a health resort 矿泉疗养地
26. optimism *n.* 乐观; 乐观主义
27. prosperity *n.* state of being successful; good fortune 成功; 幸运; 繁荣
28. impetus *n.* impulse; driving force 刺激; 推动力
29. communication *n.* exchange 通讯; 交流

Notes

1. the Middle Ages 欧洲的中世纪(公元 500 年至 1400 年)
2. the Dark Ages 黑暗时代, 即欧洲中世纪前期宗教主宰一切的时代, 历史学上一般以公元 500 年至 1000 年为准。
3. the Christian Crusades 基督教十字军。中世纪时, 由基督教君主及欧洲基督教徒所组成的向近东和中东地区进攻以图从伊斯兰教徒手中夺回圣地的远征军。
4. Mecca 麦加(沙特阿拉伯)。指伊斯兰教之主穆罕默德的诞生地, 后成为伊斯兰教徒的朝圣之地, 还喻指“观光者所向往的地方”。
5. Geoffrey Chaucer's Canterbury Tales Geoffrey Chaucer (1340—1400), 英国诗人乔叟, 他写有著名诗集《坎特伯雷故事集》。
6. Santiago de Compostela 圣地亚哥。西班牙的一个朝圣之地。

7. red tape 烦琐拖拉的公事程序
8. Vikings 维京人。指第 8 至 10 世纪之间掠夺欧洲海岸的北欧海盗。
9. Genoa 热亚那。意大利的一个著名港市。
10. the Renaissance (公元 14 世纪至 17 世纪)欧洲文艺复兴
11. Francis Bacon 弗朗西斯·培根(1561—1626), 英国文艺复兴时期的著名作家及哲学家。
12. Frankfurt Book Fair 法兰克福书展。法兰克福是德国的一个大城市, 从中世纪开始一直到现在, 每年都有一次图书展览会, 也是一次重要的国际性会展。
13. the Industrial Revolution 工业革命。指 18 世纪及 19 世纪初期由于机器的发明所导致的工业上的大变革。
14. the New World 新大陆(美洲)
15. the Grand Tour 大旅游或游学。文艺复兴时期及稍后, 作为教育的最后一个阶段, 英国贵族子弟到欧洲各大城市尤其是巴黎、罗马、那不勒斯等地去游学, 以补上古典学问这一课。
16. What new tourists did not have was a large amount of money to spend; rather, they made up for it in numbers. 与其说他们的钱多, 不如说他们的人数多。
17. American Express 美国运通公司
18. the Great Depression 1929 年至 1933 年的资本主义世界的经济大萧条
19. this one eliminated one version of the good life 这次战争打破了一种美好的生活。在这里, version 作“一种”解。
20. tourism, restrained as it had been for several years, began to burst out again 被限制了很多年的旅游业开始复苏。在这里, to burst out 意为“突然复苏; 突然出现”。
21. as the optimism of peace, along with prosperity, blossomed blossom 原指开花, 这里喻指“繁荣”。

Exercises to the Text

I. Comprehension Questions

1. What's the basic difference between travel in early days and travel nowadays?
2. When did traveling transform into tourism?
3. What did people travel for during the period of the great empires?
4. Are there any similarities or differences between pilgrimages and traveling? What are they?
5. What impact did Marco Polo's book on his travels produce in the 13th and 14th centuries?
6. What was the most significant change to the travel that occurred during the Renaissance?
7. Why do a lot of tourists go to the Frankfurt Book Fair every year?

8. When was the base for mass tourism created, according to the text?
9. How did advances in transportation revolutionize people's thoughts about travelling?
10. According to the text, how many stages do you think there are in the history of tourism? What are they?

II. Write a summary of the text in about 150 words.

III. Topics for Discussion

1. Discuss the package tours in the Middle Ages and compare them with today's package tours.
2. Discuss the significance of tourism in the Renaissance.
3. Discuss the factors that have led to mass tourism as we know it today.
4. Discuss the relationships between pilgrimage and tourism.
5. Discuss the importance of the Grand Tour.

Reference

Choltman, Michael M. *Introduction to Travel and Tourism*, Van Nostrand Reinhold Publishing Co., New York, U.S.A., 1989.