



Travel and Tourism Industry 旅游业

Geoffrey H. Lipman (美) 著



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序 言

英语学习，除了在课堂内下工夫外，课外的阅读也很重要。课外除了读文学类的文章，也要读一些非文学类的文章。这套“小书”就是非文学类的文章，涉及文学以外的许多领域和学科。每本书都由一两个相关的主题构成，图文并茂，融知识性和可读性于一体。这些“小书”谈到的很多东西都和我们的日常生活息息相关；更重要的是“小书”体现了人类要与自然和谐发展的思想，这与我们社会和时代的发展是吻合的。读一些这方面的书不仅有利于学生提高英语水平，拓宽自己的视野，也符合当今大学生要全面发展的要求。在“复合型”人才越来越受重视的今天，我很乐意向大学生朋友推荐这套“小书”。


(郑树棠)

《新视野大学英语》总主编
首届“国家级教学名师奖”获得者

Introduction

People travel not only for recreation but also for business, for education, and for religious purposes. Tourism promotes understanding, increases the value of local resources, and provides income for economic growth and conservation.

Ecotourism places especially high value on visiting places without damaging them. The United Nations and other international organizations promote the value and importance of cultural and environmental sites as diverse as Beijing's Forbidden City and the bamboo forest at Yibin in Sichuan Province.

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词汇表



The Economic Impacts of Travel and Tourism

旅游业的 经济影响

The travel and tourism industry is the world's largest business. It includes transportation, hotels, resorts, and other accommodations, food and catering services, and recreation and cultural activities such as guided tours. Travel and tourism has an important economic





Cruise ships frequently visit ports in developing countries, providing opportunities for economic growth. The expanding tourism industry has a special role in educating tourists about environmental protection while developing attractive areas in sustainable ways to preserve them for future generations.

游船经常光临发展中国家的码头，为当地的经济发展提供了机遇。出于为子孙后代考虑，不断发展的旅游业以可持续性发展的方式开发景区，吸引游客。与此同时，它也有教育游客保护环境特殊使命。



impact on many places in the world, especially in developing countries. It also affects the environment in a number of ways, playing a role in global warming, the depletion of the ozone layer, and acid rain.



旅游业是世界上最大的产业。它包括交通、旅店、度假地和其他的住宿、餐饮服务,以及休闲和文化活动,比如有导游的旅游。旅游业对世界上许多地方,尤其是发展中国家的经济有着重要的影响。此外,它还以多种方式影响着环境,对于全球气候变暖、臭氧层的破损和酸雨它都难逃其咎。

In developing countries and regions, tourism plays a part in the life of over 90 percent of the population. For many areas, tourism offers one of few opportunities for achieving sustainable economic development.

在发展中国家和地区，90%以上居民的生活与旅游业有关。在许多地区，旅游业为实现经济的可持续发展提供了难得的机遇。



In 1994, tourism accounted for more than 10 percent of the world's gross domestic product. One out of every nine workers is employed by the travel industry. Over 11 percent of the money spent by consumers throughout the world is for travel and

tourism. Air transport in particular is the lifeblood of international trade. Without it, global economic development patterns would be very different.



1994年，旅游业占世界国内生产总值的比例超出了10%。每9个劳动者中就有1个受聘于旅游业。在全球范围内，消费者11%以上的支出花费在旅游观光上。航空业尤为突出，它是国际贸易繁荣的源泉。没有旅游业，全球经济发展的模式会有很大的不同。

Three Myths 三种误解

The World Travel and Tourism Environment Research Center was established in 1991 in Oxford, England, to investigate the environmental impacts of the travel industry. It also explores environmentally safe ways to achieve growth in tourism. The Center's second annual review (1993) addresses three myths or misconceptions about tourism.



1991 年，世界旅游环境研究中心在英国的牛津成立，其目的是为了调查旅游业对环境的影响。它还从环保角度去探索实现旅游业发展的妥善方法。该中心第二期的年度评论（1993 年）提出了三种有关旅游业的失实说法或误解。



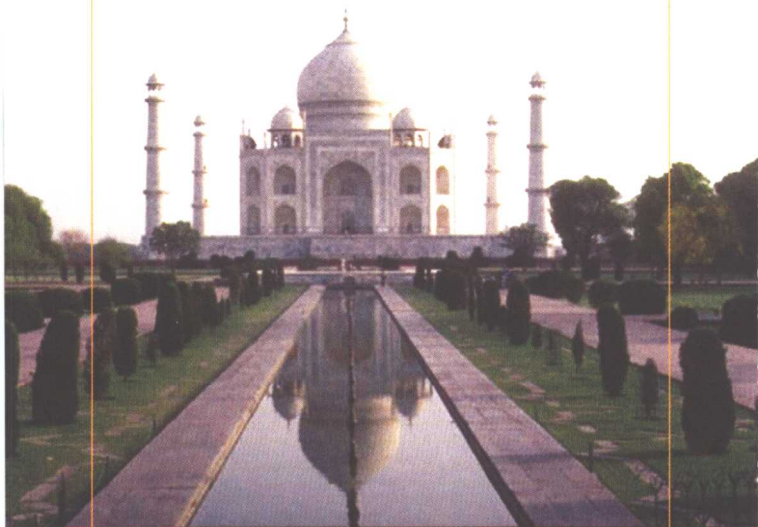
The first myth is that tourism is a nonessential activity of wealthy people from developed countries. Tourism as defined by the World Tourism Organization (WTO) is an integral part of the lives of many populations. People travel for business, social, cultural, religious, and recreational reasons as well as for vacations. In some places, travel is a vital economic

activity. It may be the largest earner of foreign currency, providing an essential source of employment and economic support for local services.

第一种误解：旅游业是发达国家的富人们可有可无的一项活动。世界旅游组织(WTO)将旅游定义为“许多人生活中不可缺少的一部分”。人们外出旅游不仅是为了度假，公务出差、社交、文化交流、宗教活动和消遣也同样是人们出游的原因。在一些地方，旅游是一项重要的经济活动。它可以是外汇的最大来源，提供就业的主要渠道以及当地服务业的重要经济支持。



The Taj Mahal is one of 359 sites worldwide designated by the World Heritage Convention as having “outstanding universal value” and deserving special protection.



泰姬陵是世界遗产委员会指定的 359 个“具有杰出普遍价值”的世界遗址之一，值得特别保护。

The second myth is that tourism's major environmental impact is damage to developing countries. Over 80 percent of the world's international tourism occurs between developed countries. These countries also generate the bulk of domestic tourism. Package tours to developing countries probably amount to less than 5 percent of world travel.



第二种误解：旅游业对环境的主要影响是破坏了发展中国家的环境。世界上80%多的境外旅游发生在发达国家之间。在这些发达国家中还有大量的境内旅游。由旅行社组织到发展中国家的旅游所占比例可能还不到世界旅游总量的5%。