



旅游英语

主编 关肇远

English Readings for Students of Tourism Major

TOURISM THROUGH ENGLISH

上海教育出版社



旅游英语

第2版

普通高等教育旅游管理专业英语教材

TOURISM THROUGH ENGLISH

李海英 主编

高等院校旅游专业英语阅读教程

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TOURISM *THROUGH* ENGLISH

(English Readings for Students of Tourism Major)

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前言 (Foreword)

21 世纪国际旅游业将取代石油、军火、汽车制造业等成为世界第一大产业。我国将在 21 世纪头 10 年内成为世界第一大旅游接待国和第四大旅游客源国；而在 21 世纪头 20 年内全面建设惠及十几亿人口的更高水平的小康社会。为了迎接这一个伟大时代的到来，我国的旅游业必须跟上时代的发展步伐，凸现民族特色，更符合国际标准。国民教育的发展，又使旅游教育和其他学科一样，也要走学科外语教育的道路。为此，除了要积极引进国外先进的旅游教材，还必须大力发展适合我国国情的本土化外语教材，使我们培养的旅游专业人才能更好地了解世界，也能更好地向世界展现我国博大精深的历史文化和丰富多彩的旅游资源。与国外旅游图书、教材相比，我国旅游教育方面的出版物无论在数量和质量上也都有较大的差距，尤其是高校的旅游英语教材更有待系列化，并需要有时尚感。我国成功加入世界贸易组织并即将举办 2008 年奥林匹克运动会和 2010 年世界博览会等，都给旅游业带来巨大的机遇。有鉴于此，我们在十几年旅游英语教学的基础上，通过选用国际旅游权威著作和较著名的旅游出版物，删旧纳新、去粗取精，编写成这本《旅游英语》阅读教程，奉献给广大读者，为新世纪的旅游教育事业尽绵薄之力。

《旅游英语》的内容涉及旅游学的基础理论和旅游产业的“行、住、吃、游、购、娱”的行业服务内容，以及 21 世纪国际旅游业的一些最新成就和发展态势。本教程的体裁尽可能丰富，包括专著、评论、论文、新闻报道、商业广告等。为了确保语言的规范，绝大多数文章均选自 20 世纪末和本世纪初的英文专著和权威出版物（报刊、杂志、旅游系列丛书、导游手册），也有少量选自港、澳和大陆的权威英语出版物。

《旅游英语》作为旅游专业英语阅读教材，适合高等院校旅游专业学生使用，可供旅游专科学校的学生以及旅游爱好者选用，当然也可供旅游企业员工职后培训选用。

《旅游英语》旨在通过英语来学习专业，不刻意追求语法和语汇表达手段的分析，重视通过教学活动帮助读者掌握课文的重点和要点，并能用英语进行笔头和口头的表达。为此，每课都编排了形式多样的练习。精读课文提供书面练习，泛读课文提供口头练习。

《旅游英语》全教程有 40 课 21 个主题。每课包括精读和泛读文章各一篇。精读文章提供词汇（包括音标）、语言和文化背景注释以及四项练习；泛读文章也提供词汇注释和口头讨论练习。本教程建议教学学时为 160-240 学时（两至三学期），读者也可按具体情况选用

相关的课文和练习。书后提供的答案仅供参考，尤其是泛读课文讨论题的答案。我们鼓励读者自由发挥。总词汇表收入了精读课文所列的全部生词和重要词组，泛读课文所列的词汇一般不收入总词汇表。

本教程选编时使用的主要专著和相关刊物有：

《*Policy and International Tourism*》Head of Publications Service, OECD;

T. Whelan 《*Nature Tourism—Managing for Environment*》;

E. Inskeep 《*Tourism Planning*》;

《*National and Regional Tourism Planning*》WTO Publication;

C. Hunter & H. Green 《*Tourism and the Environment—A Sustainable Relationship*》;

Mridula, Narayan and Datt 《*Ecology and Tourism*》Published by Gulshan Shashi;

David A. Fennell 《*Ecotourism—An Introduction*》Routledge 1999, London, New York;

Zhang Guangrui 《*Tourism in China*》;

《*Commercial Leisure Service*》Macmillan Publishing Company;

《*The Hundred Wonders of the World*》AA Publishing;

《*New York City '97*》Fodor's Berkeley Budget Guides;

《*Fun in Paris*》Fodor's Travel Publications, Inc.;

Bradley Mayhew 《*Shanghai*》Lonely Planet Publications;

《*Travel in China: Zhejiang Province*》Hong Kong China Tourism Press;

Isobel Shaw 《*Odyssey Illustrated Guide to Pakistan*》The Guidebook Company Ltd. London;

G. Bryant 《*Essential Toronto*》, L. Hunt 《*Essential Orlando*》The Essential Travel Guide Series;

《*OAG Cruise & Ferry Guide*》Reed Travel Group Publications UK, 以及

China Daily, *Shanghai Daily*, *That's* 等。

编者特向有关作者和出版单位表示感谢。

在编写早期，承蒙李颖、尹海雯和李蕾小姐为本书编写结构的设计和资料的选取作了许多准备工作，关旻欣先生在文字处理上给予大力帮助，在此向他们表示由衷的谢意。

《旅游英语》完稿后，承蒙上海大学外国语学院徐钟教授审读和上海教育出版社方鸿辉编审艰辛审阅，并提出许多宝贵意见。在此特向徐钟先生和方鸿辉先生致以诚挚的感谢。

编者

2003年2月于上海

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Lesson One

Tourism and the Tourism Industry (I)

Intensive Reading

A Text

The Nature of Tourism



There is no distinct definition of tourism that is accepted universally. This is because what **constitutes** a 'tourist' and the 'tourism industry' is still a matter of **debate**. The idea of tourism as a single industry has **come in for** criticism. Some scholars hold that tourism cannot properly be described as an industry because it does not produce a distinct product.

Tourism includes various other trades and industries, such as the airline, rail, **cruise**, **accommodation** and food service industries. It also involves tour **wholesalers**, **retailers** and a variety of **attractions**, as well as a wide **range** of other **private** and public services and facilities. Some of these service **inputs** are very important to tourism, while others are **supportive**. **Gilbert** (1990) argues that tourism requires a range of non-industrial resources which provide an input to the tourism product. Such non-industrial resources include climate, scenery, beaches, wildlife and the culture of the host community.

Tourism is, therefore, a social and cultural phenomenon that is **characterized** by a mixture of different trades, organizations and activities. However, tourism can be viewed as an industry in itself. The phrase 'tourism industry' is employed in **a broad sense** to represent both the services and resources used by domestic and international tourists.

Tourism has become one of the world's biggest industries, and is a major component of the world economy. Already, in terms of direct and indirect employment opportunities, tourism is the largest industry in the world, and could become the largest single sector of world trade early in the 21st century. For many countries, tourism has become an important means of promoting economic development and a major source of foreign currency. The **estimates** for the late 1980s suggest that, world-wide, the annual **expenditure** on domestic and international tourism combined **amounted** to some US\$2,000 billion (with domestic tourism **accounting** for about 90% of the total). This represents some 12% of world GDP, or more than twice what is spent annually on **defense** world-wide.

The great growth in **standardized** and **rigidly purchased** (mass) tourism since the Second World War can be **attributed** to a number of factors, which include increased **paid leave** from employment and increased **disposable** income in developed countries, the use of commercial jet aircraft since the 1960s, increased **promotional** fares, cheap oil and the entry of multi-national companies to the

tourism industry. Most international tourists come from developed countries with Germany, the USA, the UK and Japan being particularly **noteworthy**. In terms of international tourist arrivals, Europe is the **dominant** host region, followed by the North Americas, East Asia and the Pacific, Africa, the Middle
 40 East and South Asia. However, international tourism is **dynamic** and some world regions have grown faster than others in recent decades in terms of international arrivals. Most **notably**, East Asia and the Pacific have increased their market share significantly, largely at the expense of the Americas, where growth has been slower. The fastest rates of growth in international tourism are often found in
 45 developed countries. The international tourist market is also dynamic in the sense that recent years have seen a growth in interest in forms of tourism which provide **alternatives** to mass tourism.

B Vocabulary

constitute / 'kɒnstɪtju:t / v.	构成	expenditure / ɪks'pendɪtʃə / n.	支出
debate / dɪ'beɪt / n.	争论	amount / ə'maʊnt / (to) v.	合计
come (in for) v.	面临, 受到	account / ə'kaʊnt / (for) v.	占(比例)
cruise / kru:z / n.	航行	defense / dɪ'fens / n.	防御
accommodation / ə,kəmə'deɪʃən / n.	住宿	standardize / 'stændədaɪz / v.	使标准化
wholesaler / 'həʊlseɪlə / n.	批发商	rigidly / 'rɪdʒɪdli / adv.	严格地
retailer / ri:'teɪlə / n.	零售商	purchased / 'pɜ:tʃəst / adj.	商业性的
attraction / ə'trækʃən / n.	吸引物	attribute / ə'trɪbjʊ:t / to	把...归于
range / reɪndʒ / n.	一系列, 范围	paid leave	带薪年假
input / 'ɪnpʊt / n.	投入	disposable / dɪs'pəʊzəbl / adj.	可支配的
supportive / sə'pɔ:tv / adj.	支撑的	promotional / prə'məʊʃ ənl / adj.	促销的
Gilbert / 'gɪlbət / n.	吉尔伯特 (人名)	noteworthy / 'nəʊt,wɜ:ðɪ / adj.	应注意的
scenery / 'si:nəri / n.	景色, 风景	dominant / 'dɒmɪnənt / adj.	占支配地位的
characterize / 'kærɪktəraɪz / v.	以...为特征	dynamic / daɪ'næmɪk / adj.	动态的
in a broad sense	从广义上	notably / 'nəʊtbəli / adv.	显著地
estimate / 'estɪmeɪt / n.	数据	alternative / ɔ:l'tɜ:nətɪv / n.	选择

C Language and Cultural Notes

1. **tourism and the tourism industry** 旅游与旅游业 “旅游”一词可指旅游学 (the science of tourism), 也可指旅游业 (the tourism industry)。旅游学涉及许多其他的学科, 是一门综合性的学科 (a multi-subject science)。旅游业是一个新兴的产业, 涉及到许多其他相关的产业 (tourism-related industries), 如交通运输、商业、建筑业等。
2. **What constitutes a 'tourist' and the 'tourism industry'** is still a matter of debate. 究竟什么是旅游者和旅游业仍然是一个有争议的问题。这是一个带有主语从句的复合句, 其中的主语从句是 **what constitutes a tourist and the tourism industry**。从句中的主语由关系代词 **what** 引导。类似的句型如:

What makes the small town known to the world is its waterways and stone bridges.

使这个小镇闻名于世的是它众多的河道和石桥。

What has been done to comfort the victim's family is still a mystery to most of the staff.
为安抚受害者家属所做的一切对大部分员工来说仍然是个谜。

3. This represents more than twice **what is spent annually on defense world-wide**. 这（两万亿美元）是全世界每年用于军事防御费用的两倍多。
4. GDP (gross domestic product) 国内生产总值 指国境内生产的商品和劳务总值，加上国内常住居民在国外的投资和服务的收入，再减去外国在本国投资和服务的收入。
5. the use of commercial jet aircraft since the 1960s 60年代起商业喷气机的投入使用 20世纪60年代大型商业喷气客机的投入使用，大大缩短国与国之间的距离和旅行时间，大幅度降低国际旅游交通费用，同时使旅行更为安全和舒适。它被认为带来了国际旅游业的“第一次革命”。
6. Recent years **have seen** a growth in interest in forms of tourism 近年来人们对旅游活动各种形式的兴趣在不断地增长 动词 see 表示“经历、以为特征”等意思，其主语通常是表示年代或地点的名词短语。类似的用法如

The 1990's **saw** great development in the information technology (IT) industry.

20世纪90年代信息技术业有了巨大的发展。

The 1960's **saw** the revolutionary growth of world international (mass) tourism.

20世纪60年代世界国际（大众）旅游业出现了革命性的发展。

D Exercises

1. Fill in the blanks to complete the following statements.

- 1) The tourism industry includes many other trades and industries, such as the _____, _____, _____ service industry.
- 2) The tourism industry also involves _____, _____, and a variety of _____, as well as other private and public services and facilities.

2. Supply the missing words to define the terms of 'tounism' and 'the tourism industry'.

- 1) Tourism is a cultural phenomenon that is characterized by a mixture of different trades and activities.

The complete statement should be:

Tourism is a _____
_____.

- 2) The term 'the tourism industry' is used to represent _____
_____.

3. Complete the following answers to the questions below.

- 1) How important is tourism to the world economy?
Tourism has become _____;
Tourism is a _____;
Tourism provides _____;
The world's annual domestic and international tourist expenditure (消费) together represents _____;

It is predicted that the tourism industry could _____
_____ early in the 21st century.

- 2) How important is tourism for many countries, developing countries especially?
Tourism helps promote _____, and
is _____.
- 3) Is domestic tourism more important than international tourism in terms of tourist receipts, or vice versa? How do you know that?

_____.

4. Choose the correct alternatives to each of the following statements.

- 1) The rapid growth in tourism since World War II has been attributed to many factors, which, according to the text, include _____
- a increased paid holidays;
 - b increased NI (National Income);
 - c a relatively safe and peaceful international environment;
 - d more artificial tourist attractions established;
 - e a better ecological environment world-wide;
 - f the simplification of visa affairs;
 - g the entry of multi-national companies in tourism;
 - h the rapid development of IT (information technology);
 - i cheaper and more comfortable aviation services;
 - j more investment in tourist market promotion.
- 2) Which of the following are the most important international tourist-generating countries or regions in the world, according to the text?
- | | |
|---------------------|-----------|
| a the United States | e. Russia |
| b Great Britain | f Japan |
| c France | g Canada |
| d Germany | i Spain |
- 3) Which of the following are the world's most important tourist destination regions in terms of international arrivals, according to the text?
- | | |
|-----------------------------|------------------|
| a Europe | f Middle East |
| b East Asia and the Pacific | g Africa |
| c North America | h Oceania |
| d North-East Asia | i South Asia |
| e South America | j Western Europe |

Extensive Reading

A Text The Tourist and Tourist Activities

Tourists are frequently regarded as visitors (**non-resident**) and travelers who travel for the primary purpose of

- 1) business (e.g. **consultations**, conventions and **inspections**);
- 2) other personal business (e.g. shopping, medical or **legal appointments** and educational study);
- 3) visiting friends or relatives (primary activities might include **socializing**, dining out or home entertainment, for example); and
- 4) pleasure (e.g. sport, recreation, sightseeing, and dining out).

As long as a traveler is visiting (for less than one year) an unfamiliar community (the host community) from a place where he or she normally **resides**, then that person may be regarded as a tourist. A tourist may also refer to a day-visitor as well as one that visits a host community for one or more nights. The tourist trip may be international (**continental** or inter-continental) or domestic (regional or inter-regional). Other travelers, including **commuters**, crews of airlines and ships (who do not stop over and visit another community), **migrants**, temporary workers, military personnel, **refugees** and students traveling between home and their places of education, are not regarded as tourists, because their travel is very short, usually does not involve the use of tourism services and is not affected by tourism promotions. In addition,, the tourist demands one or more activities in the destination area which other travelers do not require specifically from that area. Below is a classification of the main types of activities which the tourist may demand of a destination area:

- 1) **Communing** with Nature: visiting open areas, such as parks and **commons**, **rambling**, walking, etc.
- 2) Historical heritage: visiting castles, **stately** homes, museums, ancient monuments, religious sites, galleries and battlefields;
- 3) Attractions: visiting zoos, **safari** parks, **waxworks**, theme parks, etc.
- 4) Sports activities: taking part in or watching various forms of indoor, outdoor and water sports, such as bowling, fishing, sailing, golfing, shooting, swimming, surfboarding, motor racing, football, **cricket**, etc.
- 5) Entertainment: other than sport, this may include visits to the cinema or theater, bars, concerts, discos, restaurants, etc.
- 6) Relaxation: sunbathing, resting, reading, etc.
- 7) Health: taking **healthcare treatment**, saunas, massage, **therapy**, etc.
- 8) Shopping: **browsing**, souvenir or antique hunting, special-purpose trips for new **outfits**, gifts, new high-cost equipment, etc.
- 9) Business activities: meetings, conferences, exhibitions, etc.

B Words and Expressions

non-resident / nɒn-'rezɪdənt / *adj.*

非定居的

consultation / kɒnsəl'teɪʃən / *n.* 咨询

inspection / ɪn'spekʃən / *n.* 视察

legal appointment / 'li:gələ'pɔɪntmənt /

法律事务预约

socialize / 'səʊʃəlaɪz / *v.* 参加社交活动

reside / rɪ'zaɪd / *v.* 居住

continental / ,kɒntɪ'nentəl / *adj.* 大陆的

commuter / kə'mju:tə / *n.* 经常往返者

migrant / 'maɪgrənt / *n.* 移民

refugee / ,refju:'dʒi: / *n.* 难民

commune / kɒ,mju:n / *v.* with 与...亲近

commons / 'kɒmənz / *n.* 公共场地(绿地)

ramble / 'ræmbl / *v.* 漫步

stately / 'sterlɪ / home 供人参观的豪宅

safari / sə'fɑ:rɪ / park 动物散养的公园

waxworks / 'wækswɜ:ks / *n.* 蜡像馆

cricket / 'krɪkɪt / *n.* 板球

healthcare treatment

/ 'helθ ,keə 'tri:tmənt / 保健治疗

therapy / 'θerəpi / *n.* 治疗

browse / braʊz / *v.* 闲逛

outfit / 'aʊtfɪt / *n.* 整套(服饰等)

C Questions for Oral Discussion

1. What are the four reasons for which a tourist travels?

- | | |
|-----------|-----------|
| 1) _____; | 2) _____; |
| 3) _____; | 4) _____. |

2. When is a resident regarded as a tourist?

3. Does a tourist stay in an unfamiliar community at night? If s/he does, for how long?

4. What people are not regarded as tourists, according to the text?

5. What are the ten types of tourist demands?

- | | |
|-----------|------------|
| 1) _____; | 2) _____; |
| 3) _____; | 4) _____; |
| 5) _____; | 6) _____; |
| 7) _____; | 8) _____; |
| 9) _____; | 10) _____. |

Lesson Two

Tourism and the Tourism Industry (II)

Intensive Reading

A Text

Tourism as a Global Industry



David Lodge, in his novel *Paradise News*, proclaims tourism half seriously as the new global religion. Using guidebooks as **devotional** aids, millions of '**pilgrims**' tour to a galaxy of holy places every year--from **Disneyland** to **Delhi**, from Cairo to coral reefs, from **Harrods** to the **Himalayas**:

Sitting on a **lump** of rock beside the **Parthenon**, watching the tourists **milling** about, clicking their cameras, talking to each other in different languages, it suddenly struck me: tourism is the new global religion. **Catholics, Protestants, Hindus, Muslims, Buddhists,**

10 **atheists**--the one thing they have in common is they all believe in the importance of seeing the Parthenon. Or the **Sistine Chapel**, or the Eiffel Tower. (Lodge, 1992)

What Lodge **parodies** is, of course, mass package tourism, the extreme form of the travel phenomenon, and the 'phenomenon' is indeed, as it sweeps the world

15 with seemingly unstoppable energy, like a **tsunami**. The numbers and growth rates are impressive: by the mid-1990s some 500 million travelers crossed international boundaries each year. In addition, throughout the world, domestic travel was growing as a component of social and economic changes. Despite indications of slowing down, travel and tourism remained, in the 1990s, one of

20 the world's fastest growing industrial sectors, and was **poised** to become the world's leading industry, with six percent of global GDP and at least 13 percent of consumptive expenditure. Equally significant was the realization that, although over 60 percent of all travel still occurred between countries in North America and Europe, the highest growth rates were being recorded by newly industrialized

25 countries (NICs) and less developed countries (LDCs). It must be remembered, too, that demand for, as well as supply of, tourism opportunities is becoming truly global, illustrated vividly by the rapid growth of high-spending tourists from Japan and the NICs of South-East Asia.

One of the most important characteristics of tourism is that it is, in essence, a

30 fashion industry. The complex two-way relationship between demand and supply is based upon the **dynamics** of people's **perceptions**, experience, attitudes and values. Participation in tourism is, therefore, subject to powerful cultural **filters**, which may change over time. For example, the Japanese are well-known for their strongly developed work **ethics**, but this is changing, both **organically** in the way