



新世纪专业英语系列教材  
*New Century Subject-oriented English*

中国人民大学 编著  
总主编  
张勇先 康成翠

# 旅游英语教程

## English for Travel and Tourism

(第2版)

主编 王晓彤



西安交通大学出版社  
XI'AN JIAOTONG UNIVERSITY PRESS



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编 者 陈丽丽 杨 扬 王燕飞

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## 内容提要

《国际贸易英语教程》(第2版)主要由国际贸易概论和国际贸易实用操作两部分组成,是通俗国际贸易理论与国际贸易工作实践的结合。该教材采用了大量来源于生活、工作中的国际贸易资料来阐明相应的国际贸易理论,理论中有实践,实践中又渗透出理论,充分展现了生活、工作中大量存在的国际贸易现象,从全新的角度分析了国际贸易的丰富内涵。该教材用灵活多样的形式、地道的语言以及来源于生活、工作中的案例对国际贸易知识的普及以及解决工作中的实际问题将起到启迪及积极的推动作用。

本书适合国际贸易专业及其他专业的学生、与国际贸易相关的工作人员及需要此方面知识的人士使用。

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# 新世纪专业英语系列教材

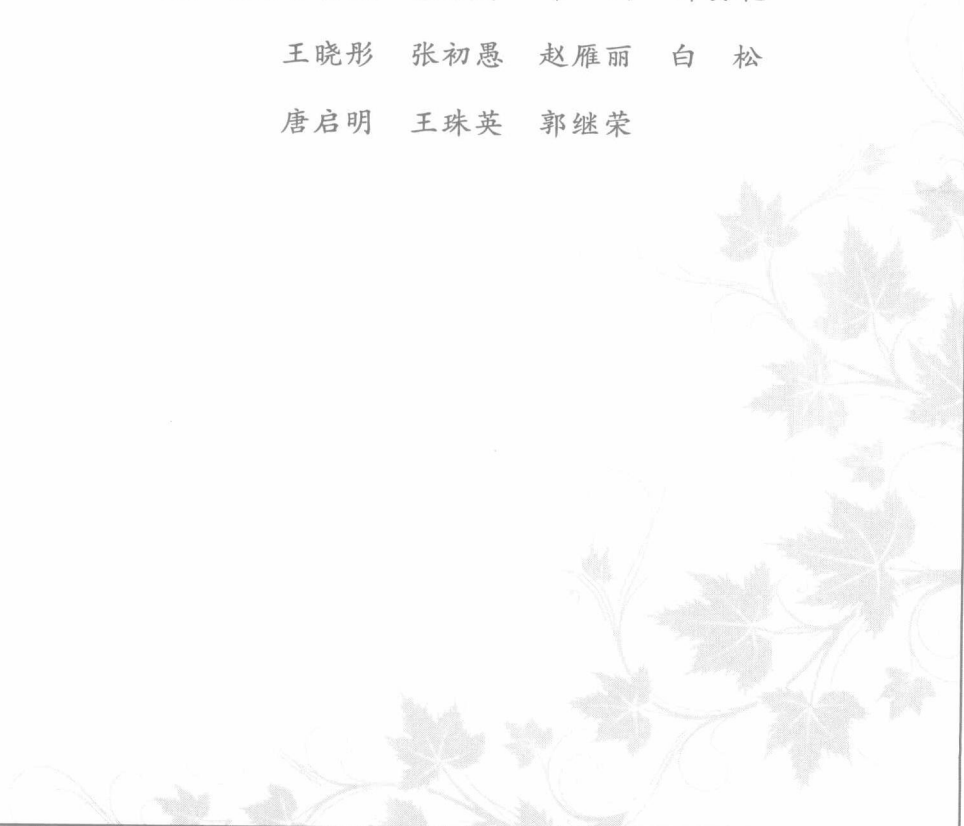
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## 总序 Preface

“新世纪专业英语系列教材”自2003年出版以来在全国高校使用了6年,受到国内专家学者及广大教师和学生的的好评,其中《工商管理英语教材》被列入教育部“普通高等教育‘十一五’国家级规划教材”。

为更好地推进专业英语教学,强化使用效果,编者遵循教育部《大学英语课程教学要求》(以下简称《课程要求》),结合实际使用中的反馈意见,经过近2年认真仔细地调整与策划,对第1版进行了修订与补充,并在原有基础上增补了5个品种,推出“新世纪专业英语系列教材”(第2版)(总计12种)。

### 一、编写与修订依据

为适应我国高等教育发展的新形势,满足新时期国家和社会对人才培养的需要,教育部高教司于2007年7月颁布了《课程要求》。

《课程要求》中规定的大学英语阶段的英语教学要求分3个层次,即一般要求、较高要求和更高要求,并规定:“各高等学校应根据本校实际情况确定教学目标,并创造条件,使那些英语起点水平较高、学有余力的学生能够达到较高要求或更高要求”。《课程要求》对听、说、读、写、译均有明确的规定:

**听力要求:**“能听懂涉及专业知识的学术报告、专题讲座等,并能理解其中阐述的事实或包含的较为抽象的概念。”

**口语要求:**“能在学术会议或专业交流中较为自如地表达自己的观点和看法,……”

**阅读要求:**“能较为顺利地阅读所学专业的英语文献和资料。”

**写作要求:**“能撰写专业文章摘要,能写简短的专业报告和论文。”

**翻译要求:**“能借助词典翻译所学专业的文献资料和英语国家报刊上有一定难度的科普、文化、评论等文章,……”

“新世纪专业英语系列教材”(第2版)在设计 and 编写上贯彻《课程要求》对大学英语的“更高要求”的教学目标及大学英语参考词汇等方面所做的界定和

描述,并在此基础上,结合英语教学理论与实际教学要求,进行了修改与增补。

## 二、修订与增补内容

1. 将原系列中的《国际贸易英语教程》、《工商管理英语教程》、《新闻英语教程》、《旅游英语教程》、《法律英语教程》5个品种的上、下册合为1册,将《财经英语教程》按照专业拆分为《金融英语教程》和《会计英语教程》。

2. 新增《电子商务英语教程》、《人力资源管理英语教程》、《物流管理英语教程》、《市场营销英语教程》和《管理英语教程》,从而更加方便学生与教师的学习与使用。

## 三、编写原则与特点

本系列教材充分贯彻《课程要求》的基本精神,在内容编排方面,除精心编选课文外,还创新性地设置听、说、读、写、译练习,更加强化了学生英语综合能力的培养。其突出特点如下:

1. **课文选材新颖**:课文中绝大部分文章是2000年以后发表的,具有很强的时代感。

2. **课文语言地道**:课文绝大部分取材于国外著名专家的原版著作,语言地道,具有很高的权威性与可读性。

3. **内容覆盖全面**:内容涉猎面广,具有很丰富的知识性。以工商管理为例,全书包括从工商管理十大原理,如企业经理的作用、策划、计划及组织等,到企业招聘面试,均有涉及。

4. **课文难度适中**:课文深入浅出,避免晦涩艰深,对学生完成从基础到专业的过渡具有很大的帮助。

5. **练习类型多样**:练习融听、说、读、写、译于一体,难易兼顾,符合我国新世纪的最新教学理念,对教师教学具有很强的可操作性。

6. **辅助功能齐备**:教材的附录部分提供了练习答案、参考译文、总词汇表及听力原文,使学生学习及教师教学更加方便与灵活。每册教材均配有由外籍语言专家朗读的Mp3听力光盘1张。

## 四、编写队伍

本系列教材均由专业英语教师与大学英语教师共同编写,课文译文由英语过硬的专业教师负责审定。

总主编由曾在国内出版了大量颇受欢迎的教材、专著及词典等的中国人民大学外语学院张勇先教授与康成翠副教授担任。各分册主编与编者绝大部分为中国人民大学外语学院与商学院等骨干教师。其中《金融英语教程》与《会计英语教程》由韦娜(美国教育学博士)主编;《国际贸易英语教程》由许葵花(语言学博士)主编;《旅游英语教程》由王晓彤(语言学在读博士)主编;《工商管理英语教程》、《物流管理英语教程》和《市场营销英语教程》由张初愚(英国工商管理硕士)主编;《法律英语教程》由赵雁丽(语言学与法学双硕士)主编;《新闻英语教程》由白松(语言学硕士)主编;《电子商务英语教程》由唐启明(语言学硕士)主编;《人力资源管理英语教程》由王珠英(语言学硕士)主编;《管理英语教程》由郭继荣(语言学博士)主编。

此外,还特邀了北京外国语大学、中国社科院、西安交通大学、北京联合大学等单位的著名教授、专家与学者加盟。

本系列教材虽经编者尽心推敲、仔细查阅,纰漏与差错在所难免,恳请各界专家、学者及热心的读者不吝赐教。

编者

2009年3月

## 前言 Foreword

根据《大学英语课程教学要求》，为适应中国进一步扩大对外交流和发展中国公民出境旅游以及外国友人的入境旅游，为培养更多的有扎实英语专业知识又精通旅游理论的专业人才，现特改编原《旅游英语教程》(上、下册)。该教程是针对英语专业中、高年级学生和旅游英语爱好者编写的专业英语教材。本教材选材以英美文献为主，旨在帮助读者扩展专业知识的同时，掌握一定的专业英语词汇，熟悉旅游英语的常用表达法，并进一步巩固英语语言基础，提高学生在专业领域内综合运用英语语言的能力。该教材在改编过程中，力求与时俱进，选择了一些时下较为流行的旅游方面的文章，如背包旅游和虚拟旅游等。

改编后的教材由原来的两册合为全一册，共有 15 个单元，每个单元包括一篇主课文和一篇副课文。主课文为该单元的精读部分，除有生词、语言点和背景知识的注释外，还附有课文理解、词汇练习以及听说写译综合性配套练习，使读者在专业英语学习阶段进一步全面提高听说读写译的技能。副课文为单元的泛读部分，可以作为课堂教学的补充供学生课外自学，以充实相关领域的专业知识和英语词汇。本书单词注释严格以《大学英语课程教学要求》为依据，排除了大学英语基础阶段所要求的四级内词汇。

本书由王晓彤主编，北京旅游学院的梁宝恒和莫苛老师负责全书的选材和翻译。其他参编人员有王晓彤、陈丽丽、杨扬和王燕飞。

对于本书的编写，我们付出了大量的心血，但由于能力、材料和时间所限，不足之处在所难免，恳请各方专家和热心读者批评指正。

编者

2008 年 10 月



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# Unit 1

## What Is Tourism?

When we think of tourism, we think primarily of people who are visiting a particular place for sightseeing, visiting friends and relatives, taking a vacation, and having a good time. They may spend their leisure time engaging in various sports, sunbathing, talking, singing, taking rides, touring, reading, or simply enjoying the environment. If we consider the subject further, we may include in our definition of tourism people who are participating in a convention, a business conference, or some other kind of business or professional activity, as well as those who are taking a study tour under an expert guide or doing some kind of scientific research or study.

These visitors use all forms of transportation, from hiking in a wilderness park to flying in a jet to an exciting city. Transportation can include taking a chairlift up a Colorado mountainside or standing at the rail of a cruise ship looking across the blue Caribbean. Whether people travel by one of these means or by car, motorcoach, camper, train, taxi, motorbike, or bicycle, they are taking a trip and thus are engaging in tourism.

Any attempt to define tourism and to describe its scope fully must consider the various groups that participate in and are affected by this industry. Their perspectives are vital to the development of a comprehensive definition. Four different perspectives of tourism can be identified:

1. The tourist. The tourist seeks various psychic and physical experiences and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed.
2. The businesses providing tourist goods and services. Business people see

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tourism as an opportunity to make a profit by supplying the goods and services that the tourist market demands.

3. The government of the host community or area. Politicians view tourism as a wealth factor in the economy of their jurisdictions. Their perspective is related to the incomes their citizens can earn from this business. Politicians also consider the foreign exchange receipts from international tourism as well as the tax receipts collected from tourist expenditures, either directly or indirectly.

4. The host community. Local people usually see tourism as a cultural and employment factor. Of importance to their group, for example, is the effect of the interaction between large numbers of international visitors and residents. This effect may be beneficial or harmful, or both.

Thus, tourism may be defined as the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments, and host communities in the process of attracting and hosting these tourists and other visitors.

Tourism is a composite of activities, services, and industries that delivers a travel experience: transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities, and other hospitality services available for individuals or groups that are traveling away from home. It encompasses all providers of visitor and visitor-related services. Tourism is the entire world industry of travel, hotels, transportation, and all other components, including promotion, that serves the needs and wants of travelers. Finally, tourism is the sum total of tourist expenditures within the borders of a nation or a political subdivision or a transportation-centered economic area of contiguous states or nations. This economic concept also considers the income multiplier of these tourist expenditures.

One has only to consider the multi-dimensional aspects of tourism and its interactions with other activities to understand why it is difficult to come up with a meaningful definition that will be universally accepted. Each of the many definitions that have arisen is aimed at fitting a special situation and solving an immediate problem, and the lack of uniform definitions has hampered study of tourism as a discipline. Development of a field depends on (1) uniform definitions, (2) description, (3) analysis, (4) predictions, and (5) control.

Modern tourism is a discipline that has only recently attracted the attention of

scholars from many fields. The majority of studies have been conducted for special purposes and have used narrow operational definitions to suit particular needs of researchers or government officials; these studies have not encompassed a system approach. Consequently, many definitions of “tourism” and “tourist” are based on distance traveled, the length of time spent, and the purpose of the trip. This makes it difficult to gather statistical information that scholars can use to develop a database, describe the tourism phenomenon, and do analyses. The problem is not trivial. It has been tackled by a number of august bodies over the years, including the League of Nations, the United Nations, the World Tourism Organization(WTO), the Organization for Economic Cooperation and Development (OECD), the National Tourism Resources Review Commission, and the U. S. Senate’s National Tourism Policy Study.

### **World Tourism Organization**

The International Conference of Travel and Tourism Statistics convened by the World Tourism Organization (WTO) in Ottawa, Canada, in 1991 reviewed, updated, and expanded the work of earlier international groups. The Ottawa Conference made some fundamental recommendations of definitions of tourism, travelers and tourists. The United Nations Statistical Commission adopted WTO’S recommendations on tourism statistics on March 4, 1993.

### **Tourism**

WTO has taken the concept of tourism beyond a stereotypical image of “holiday-making”. The officially accepted definition is: “Tourism comprises 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.” The term “usual environment” is intended to exclude trips within the area of usual residence and frequent and regular trips between the domicile and the workplace and other community trips of a routine character.

1. International tourism
  - a. Inbound tourism; visits to a country by nonresidents.
  - b. Outbound tourism; visits by residents of a country to another country.
2. Internal tourism; visits by residents of a country to their own country.
3. Domestic tourism; internal tourism plus inbound tourism( the tourism market

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of accommodation facilities and attractions within a country).

4. National tourism: Internal tourism plus outbound tourism (the resident tourism market for travel agents and airlines).

### ✿ Traveler Terminology for International Tourism

Underlying the foregoing conceptualization of tourism is the overall concept of traveler, defined as “any person on a trip between two or more countries or between two or more localities within his/her country of usual residence.” All types of travelers engaged in tourism are described as visitors, a term that constitutes the basic concept of the entire system of tourism statistics. Visitors are persons who travel to a country other than the one in which they generally reside for a period not exceeding 12 months, whose main purpose is other than the exercise of an activity remunerated from within the place visited. Visitors are subdivided into two categories:

1. Sameday visitors; visitors who do not spend the night in a collective or private accommodation in the country visited; for example, a cruise ship passenger spending four hours in a port.

2. Tourists; visitors who stay in the country visited for at least one night; for example, a visitor on a two-week vacation.

There are many purposes for a visit, notably pleasure, business, and other purposes, such as family reasons, health, and transit.

(1,244 words)



### Words & Expressions

chairlift /'tʃeəlift/n.

an apparatus which carries people up and down steep slopes in chairs that hang from a moving wire 升降椅;空中缆椅

camper /'kæmpə/n.

a motor vehicle big enough to live in when on holiday, usu. having cooking equipment and beds in the back part 野营车

motorbike /məʊtəbaɪk/n.

a motorcycle 摩托车

psychic / 'saɪkɪk / <i>a.</i>	of the mind as opposed to the body 精神上的
jurisdiction / ,dʒʊərɪs'dɪksʃən / <i>n.</i>	the right to use the power of an official body, esp. in order to make decisions on questions of law 管辖权; 司法权, 审判权
composite / 'kɒmpəzɪt / <i>n.</i>	something made up of different parts or materials 混合物, 合成物
encompass / ɪn'kʌmpəs / <i>v.</i>	to include or be concerned with (a wide range of activities, subjects, ideas) 包含, 包括; 涉及
subdivision / 'sʌbdɪvɪʒən / <i>n.</i>	the act of dividing something that has already been divided, or the parts that result from doing this 再分, 细分
contiguous / kən'tɪɡjuəs / <i>a.</i>	(to, with) touching, next (to); having a shared border (正式) 接触着的, 接近的; 接壤的
multi-dimensional / ,mʌltɪdɪ'menʃənl / <i>a.</i>	多维的
hamper / 'hæmpə / <i>v.</i>	to cause difficulty in movement or activity 阻碍, 妨碍; 牵制
trivial / 'trɪvɪəl / <i>a.</i>	of little worth or importance 琐碎的, 没有价值的
august / ɔːɡʌst / <i>a.</i>	dignified and grand 威严的; 高贵的
convene / kən'vɪn / <i>v.</i>	to call (a group of people, committee) to meet 召集(会议); 召集开会
stereotypical / ,steriəu'tɪpɪkəl / <i>a.</i>	as in an overly simple picture or opinion of person, group, or thing 老套的, 旧框框的
consecutive / kən'sekjʊtɪv / <i>a.</i>	following in regular unbroken order 连续的, 连贯的
domicile / 'dɒmɪsaɪl / <i>n.</i>	(formal or law) a person's home; the place where a person lives or is considered to live for official purposes [法] 户籍, 正式居住地, 住处

workplace /'wɜ:kpleis /n.	the room or building in which workers perform their work 工作场所; 工厂; 车间
inbound /'inbaund /a.	(AmE) incoming; inward bound 进来的
outbound /'autbaund/a.	moving away from the speaker or the starting point 外出的, 离开出发点的
underlie / ,ʌndə'laɪ /v.	to be a hidden meaning or cause of 位于……之下; 成为……的基础
foregoing / fɔ:'gəʊɪŋ/a. & n.	(the one) that has been mentioned 前面的(事物), 刚提到的(事物)
conceptualization /kən'septʃuəlaɪ'zeɪʃən/n.	something that form a concept or concepts of 概念化
remunerate /rɪ'mju:nə'reɪt /v.	to reward; to pay (someone) for work or trouble (正式) 给……报酬; 补偿
transit /'trænsɪt /n.	the going or moving of people or goods from one place to another 通行; 过境



## Notes

1. 本文选自 *Tourism—Principles, Practices, Philosophies*, 作者 Robert W. Mc. Intosh, Charles R. Goeldner, J. R. Brent. Ritchie, John Wiley & Sons, Inc., 1995 年出版。
2. a study tour: 这里指旅游的目的并非观光或游山玩水, 而是为了学习、考察或研究等。
3. expert guide: 专业导游(a tour guide who specializes in a certain field)
4. Colorado: 科罗拉多(美国州名)
5. Caribbean: 加勒比海(拉丁美洲)
6. a wealth factor in the economy of their jurisdictions: 由于旅游能为地方带来很多的机会, 如就业、旅游商店的收入、餐饮业的发展、旅游业的乘数效应等, 因此旅游业被视为某些政治家们管辖区域内经济繁荣和发展的因素。
7. employment factor: 一般说来, 旅游业能为当地的人们提供更多的就业机会。
8. the income multiplier: 来自于旅游业收入的乘数效应
9. the multi-dimensional aspects of tourism: 这里指旅游业和其他的行业和领域



有着紧密的联系,如交通业、饭店、餐饮、文化、政治、经济等。

10. a stereotypical image: 指对旅游业的老一套的理解方式,即认为旅游就是“度假”的非常狭隘的理解方式。
11. World Tourism Organization: 世界旅游组织
12. Ottawa: 渥太华(加拿大首都)



## Exercises

### ➔ I. Comprehension

Answer the following questions according to the text you have just read.

1. How do most people think of tourism?
2. What are the four perspectives that should be considered when defining tourism?
3. Why is it difficult to come up with a universally accepted definition of tourism?
4. What is the World Tourism Organization's definition of tourism?
5. According to the World Tourism Organization, what are visitors? How many categories are visitors subdivided into?

### ➔ II. Vocabulary

1. Use the words and phrases from the text to replace the italicized part in each of the following sentences.
  - 1) Psychologists have contended that most of the *mental* damage to a child is done in the first five years.
  - 2) Because of the sudden earthquake, the President *called to meet* the Cabinet to discuss what measures should be taken.
  - 3) I hope your new books get favorite *judgements*.
  - 4) The study *includes* social, political, and economic aspects of the situation.
  - 5) Much of our knowledge, and *as a result*, much of our appreciation of his work is based on one biography.
  - 6) Rows of dull *same* houses come into sight immediately after you get out of the coach station.
  - 7) We have maps of the area where we hope to do some *rambling*.