

21世纪高等院校旅游管理精品教材

新编旅游英语教程

(第三版)

NEW TEXTBOOK OF TOURISM ENGLISH

3rd edition

杨燕 潘惠霞 主编
李辉 副主编

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第三版前言

《新编旅游英语教程》是东北财经大学出版社组织编写的“21世纪高等院校旅游管理精品教材”之一。本教材编写的主要目的是为旅游管理等专业学生及旅游英语爱好者提供一本以培养英语语言能力为主,以充实旅游知识为辅的英语教材。本教材融知识性和趣味性于一体,帮助学生深入了解旅游知识,熟悉旅行社、酒店及其他旅游服务机构及其业务知识,为今后从事旅游及相关行业工作奠定良好的基础。

本次修订更换了约1/3的内容。新课文主要涉及中国近期的旅游发展及其趋势、存在的问题、游客的分类以及经营旅游业务的具体问题,如如何写旅游营销计划、如何做一名优秀导游等。本书具有简明、新颖以及实用等特点。每单元的课外阅读内容也与主课文匹配,作为深度了解这个领域的途径。

本次修订坚持第一版的总体结构和编写原则,以便保证教材的相对稳定。修订后的教材还由16个单元组成。每单元包括课文、词汇、课文注释、写作、练习及课外阅读6个部分。课文分A、B两部分,课文A为旅游专业知识,课文B为旅游相关知识。词汇部分注重旅游行业专用术语和表达。课文注释部分包括语言难点、旅游专业知识、旅游文化点等。写作部分主要介绍应用文写作。练习部分提供包括课文理解、词汇、语法、阅读和旅游写作等方面的训练。

《新编旅游英语教程》是旅游英语专业二年级以上(包括二年级)学生的理想教材,同时还可以作为旅游管理专业学生的双语教学教材或旅游行业培训教材。

最后,请允许我们对使用本教材的老师们表示感谢。如教材中有错误之处,编者衷心希望专家和同行不吝赐教。

编者

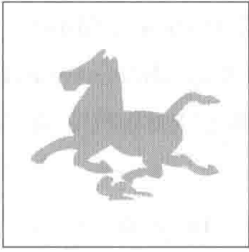
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Table of Contents

Unit One	1
Text A China to Become the Second Largest Tourism Economy within the Decade	1
Text B Travel as an Industry	3
Practical Writing: Notice(1)	8
Supplementary Reading Basic Approaches to the Study of Tourism(1)	13
Unit Two	15
Text A What is Tourism?	15
Text B The Study of Tourism	18
Practical Writing: Notice(2)	21
Supplementary Reading Basic Approaches to the Study of Tourism(2)	26
Unit Three	28
Text A Globalization and the Tourism Industry	28
Text B Globalization and a New Type of Tourist	32
Practical Writing: Letter(1)	37
Supplementary Reading Insecurity, Risks and Crises in Tourism	42
Unit Four	46
Text A Cultural Tourism	46
Text B Cultural Effects of Tourism	50
Practical Writing: Letter(2)	52
Supplementary Reading Different Types of Tourism	57
Unit Five	61
Text A Hospitality Resources	61
Text B What is Hospitality Management?	64
Practical Writing: Invitation Card	66
Supplementary Reading Ecotourism	71
Unit Six	74
Text A Top Five Trends in China's Outbound Travel Market	74
Text B The Airline Industry	76
Practical Writing: Reservation Letter	79

Supplementary Reading	Impact of Tourism on Employment	83
Unit Seven		85
Text A	Seven Big Issues for Travel and Tourism in 2017	85
Text B	The Food Service Industry	87
Practical Writing:	Letter of Confirmation	91
Supplementary Reading	Tourism as a Globalised System	96
Unit Eight		98
Text A	Future Trends in Tourism	98
Text B	The Arrival of Heritage Tourism	102
Practical Writing:	Letter of Application	105
Supplementary Reading	Are We There Yet?	111
Unit Nine		114
Text A	The Different Types of Tourists in Tourism Industry	114
Text B	Recreation	118
Practical Writing:	Résumé	122
Supplementary Reading	How to Conduct a Customer Satisfaction Survey	127
Unit Ten		129
Text A	The Language of Tourism	129
Text B	Attractions	132
Practical Writing:	Thank-you Letter	136
Supplementary Reading	Entertainment and Shopping	141
Unit Eleven		143
Text A	Types of Travel Agencies	143
Text B	Travel Agency Organizations	147
Practical Writing:	Complaints	150
Supplementary Reading	The World Tourism Organization	155
Unit Twelve		158
Text A	Developing Your Guiding Skills	158
Text B	The Channels of Distribution	161
Practical Writing:	Letters of Inquiry or Request	164
Supplementary Reading	5 Pre-Tour Must-Do's for a Great Tour Guide	170
Unit Thirteen		172
Text A	How to Write a Tourism Marketing Plan	172
Text B	Special Segments of Business Travel	175
Practical Writing:	Welcome Speech	179

Supplementary Reading	Business Tourism	184
Unit Fourteen		186
Text A	Studying Tourist Behavior	186
Text B	Behavior of Individual Customers	190
	Practical Writing: Advertisement	192
Supplementary Reading	Bright Future for Travel Agents	198
Unit Fifteen		201
Text A	Why is Demand Important?	201
Text B	Market Potential Analysis	204
	Practical Writing: Business Reports	206
Supplementary Reading	Mass-Market Tourism	212
Unit Sixteen		214
Text A	Life-Seeing Tourism	214
Text B	Improvement in Educational and Cultural Content of Tourism	216
	Practical Writing: Hotel Reservation Agreement	219
Supplementary Reading	Types of Destinations—Travel Experiences	226
References		228



Unit One

1. 课文 A: 中国在十年内将成为第二大旅游经济国
2. 课文 B: 旅游业
3. 写作: 通知(1)
4. 补充阅读材料: 研究旅游的基本方法(1)

Text A

China to Become the Second Largest Tourism Economy within the Decade

As China's tourism industry flourishes, the country is poised to become the world's second largest travel and tourism economy after the United States by 2015, according to a new report from the World Travel & Tourism Council (WTTC). Released in Beijing on April 24, the study, *China, China Hong Kong and China Macau SAR: The Impact of Travel & Tourism on Jobs and the Economy*, projected average annual growth in the nation's industry of 8.7 percent from 2007 to 2016.

In 2006, total travel and tourism demand in China, including consumption, capital investments, government spending, and exports, was expected to grow by 14 percent, to 2,770 billion RMB (US \$354 billion). The Spending by international visitors in China was projected to reach 588.2 billion RMB (\$75.1 billion) by the end of the year, accounting for 7.4 percent of all Chinese exports.

Directly, the sector was expected to contribute 2.9 percent to China's gross domestic product (GDP) in 2006, reported WTTC. (If indirect contributions were included, the share could be as high as 13.7 percent.) And industry employment this year is projected to reach 17.4 million (2.3 percent of total employment), or as much as 77.6 million (10 percent of the total) if indirect employment generated from the spillover effects of investments and government spending is included.

Tourism has become the new growth area for China's economy in recent years. According to 2005 WTTC research, the country's travel and tourism demand now accounted for 4.3 percent of the global market share. The so-called "holiday economy"—a term referring to China's unprecedented economic growth and rise in disposable incomes—has contributed to a

significant increase in domestic tourism. Over the last five years, more than 200 million Chinese traveled during the country's three annual weeklong holidays—National Day, International Labor Day, and Spring Festival—collectively spending more than 70 billion RMB (US \$8.7 billion).

But the rapid rise in tourism demand is causing some concern. Domestic experts have suggested canceling these three “golden week” holidays, saying the nationwide breaks have brought chaos to the tourism industry. Staff at the most popular attractions now consider the huge, seasonal influxes of tourists “emergency situations,” taking weeks to recover from the onslaught. Meanwhile, there is concern that mass visitation jeopardizes the natural environment and decreases service quality at key sites. WTTC has recommended that China gives workers an additional two weeks of paid vacation to help spread out the domestic tourism season and provide for a more stable and sustainable year-long industry.

On a global scale, the growth in international tourism arrivals now significantly outpaces GDP growth, making tourism one of the world's fastest growing industries. According to estimates from the World Tourism Organization and the International Monetary Fund, tourism grew at an average annual rate of 4.6 percent between 1975 and 2000, while GDP growth averaged only 3.5 percent.

Words and Expressions

flourish vi. 繁荣

poise adj. 有把握的

project v. 预计, 呈现

consumption n. 消费

capital investment 资本投资

account for 说明(原因), 导致

spillover n. 溢出

unprecedented adj. 前所未有的

disposable income 可支配收入

chaos n. 混乱

influx n. 流入

onslaught n. 猛攻

mass visitation 众多的参观

jeopardize vt. 危及

outpace vt. 超过……速度

Notes

1. Released in Beijing on April 24, the study, *China, China Hong Kong and China Macau SAR: The Impact of Travel & Tourism on Jobs and the Economy*, projected average annual growth in the nation's industry of 8.7 percent from 2007 to 2016. (世界旅游及旅行理事会) 于4月24日在北京发布的《中国、中国香港和中国澳门特别行政区: 旅行和旅游对就业和经济的影响》的研究报告预计, 2007—2016年全国工业平均年增长率为8.7%。

2. World Travel & Tourism Council (WTTC) 世界旅游及旅行理事会是全球旅游业的商业领袖论坛组织,其成员包括全球旅游业中近百位最著名企业的总裁、董事长和首席执行官。作为全球范围内代表世界旅游企业的唯一机构,WTTC对全球旅游业有着其独特的影响力和见解。

3. "golden week" holiday 指春节和国庆节这两个节日连续7日的休假。相对于其他公休假期,黄金周又被称为长假,通常被冠以节日名称,分别为国庆长假和春节长假。

4. the International Monetary Fund 国际货币基金组织,成立于1945年12月27日,职责是监察货币汇率和各国贸易情况,提供技术和资金支持,确保全球金融制度运作正常。其总部设在美国华盛顿特区。

5. spillover effect 所谓溢出效应,是指一个组织在进行某项活动时,不仅会产生活动所预期的效果,而且会对组织之外的人或社会产生影响。简而言之,就是某项活动要有外部收益,而且是活动的主体得不到的收益。溢出效应分为知识溢出效应、技术溢出效应和经济溢出效应等。

6. According to estimates from the World Tourism Organization and the International Monetary Fund, tourism grew at an average annual rate of 4.6 percent between 1975 and 2000, while GDP growth averaged only 3.5 percent. 根据世界旅游组织和国际货币基金组织的估计,旅游业在1975年至2000年期间以年均4.6%的速度增长,而国内生产总值平均增长率仅为3.5%。

Text B

Travel as an Industry

During the 1960s, analysts began to view travel as an industry, rather than as a miscellaneous collection of transportation companies. An industry is a group of businesses or corporations that produce a product or service for profits. With the billions of dollars in income it generates, travel can certainly be categorized as an industry.

The travel industry comprises thousands of companies that produce products and services for travelers. These companies range in size from small businesses to multinational corporations. The roadside hamburger stand is just as much a part of the industry as a major airline. (And to a hungry traveler, the hamburger stand may be even more important.) The combined efforts of all these travel and tourism companies enable people to travel from one location to another. The companies can be organized into seven groups, or components, according to their function. Three components provide the most basic service—transportation. These are the components that get people where they're going and get them from place to place once they arrive:

- Air transportation and services
- Maritime transportation and services
- Ground transportation and services

Two components care for and entertain travelers:

- The hospitality industry
- The tourism industry

Two components provide the means for distributing the products and services of the other components to travelers:

- Wholesale companies
- The travel mart

Since the companies are grouped by function, but not by size, both an international airline with a fleet of 200 airplanes and a one-airplane taxi company would be in the first component. Each provides air transportation for travelers. Likewise, since the high-rise hotel and the roadside motel both provide traveler accommodations, they are in the hospitality component—despite the differences in size and scope of operations.

Air Transportation and Services. Airplanes are very important to the travel industry. The air transportation component includes scheduled air carriers, supplemental air carriers, air taxi operators, and aerial sightseeing and excursion companies.

Scheduled air carriers are airline companies, such as United Airlines and Northwest Airlines that provide service on a regular basis. The business traveler who needs to get from Dallas to Phoenix is likely to book a flight on an airline that makes regularly scheduled flights. With approximately 250 companies, scheduled air carriers comprise the largest segment of the air transportation component. Some airlines fly long-distance international and domestic routes, while others confine their services to a particular region. In 1988, United States scheduled airlines transported more than 450 million passengers.

Supplemental air carriers, or charter companies, provide air travel for groups at net rates that can be lower than regular fares on scheduled airlines. (The rates depend on the number of passengers, length of trip, and destination.) An organization like the Sons of Norway might charter, or hire, an airplane to take its members on a vacation trip to Oslo. The planes used by supplemental air carriers are often the same size as those used by scheduled air carriers.

Air taxi companies also provide transportation on a charter or contract basis. As the name implies, they function in much the same way as taxicabs do. Using smaller airplanes, air taxi companies fly passengers or supplies to destinations that may not be accessible to scheduled air carriers. For example, business travelers may use an air taxi company to fly to two or three different corporate locations within the same day.

Maritime Transportation and Services. Sailing is one of the oldest forms of

transportation. Maritime, or oceangoing, transportation includes passenger ship lines, cruise lines, and passenger freighters. This component also includes companies that ferry passengers and cars across lakes, rivers, or channels, as well as companies that provide harbor sightseeing cruises and riverboat excursions.

Ground Transportation and Services. Ground transportation (or surface transportation) is so basic that it is almost taken for granted. The various forms of ground transportation are, however, the underpinnings of the entire travel industry. Bus companies, car rental companies, passenger railroad companies, and taxicab and limousine companies are included in this component. While buses and trains used in mass transit systems primarily transport workers to their jobs, they also transport visitors to museums, zoos, theaters, and sporting events in metropolitan areas.

The Hospitality Industry. Travelers who don't stay with friends and relatives usually depend on the hospitality industry. The various branches of this component shelter, feed and entertain travelers. The component includes accommodations (overnight lodging), resorts and casinos, restaurants and clubs, and convention centers and other meeting places.

The Tourism Industry. Niagara Falls, the Pyramids of Egypt, and the World Series, in spite of their obvious differences, are alike in that they are all major tourist attractions. The tourism component of the travel industry is concerned with attractions and events that draw travelers to an area.

Attractions may be natural or constructed. Every year, thousands of tourists enjoy the beauty of Yellowstone National Park, the Rocky Mountains, and other natural or scenic attractions. Constructed tourist attractions include historic building, museums, theme parks, shopping malls, and recreational facilities (golf courses, tennis courts, marinas). Events such as professional games, parades, fairs, plays, and festivals attract tourists who like to get caught up in the action. Such events range in size and scope from the Olympics, Mardi Gras, and the Super Bowl to small-town fairs and rodeos. The main difference between attractions and events is that attractions are usually permanent while events are usually temporary, with planned time duration.

Wholesale Companies. Wholesale companies buy the products of the first five components. Because they buy in large quantities, they receive discounts. Wholesalers make a profit by marking up the price of the products and then selling them through retail travel agencies.

There are three main types of wholesale operations in the travel industry. Charter operators buy airplane seats, hotel rooms, car rentals, or other travel products and sell them to tour operators or to the public. Tour operators assemble transportation, lodging, and sightseeing packages for various groups of travelers; they usually provide the group with an escort or guide.

Inbound operators are specialized types of tour operators providing travel packages for foreign visitors to the United States.

The Travel Mart. The word mart, short for marketplace, refers to the many outlets through which people can obtain travel information, make reservations, and pay for trips. This component includes retail travel agencies, business travel departments, scheduled airline ticket offices, and travel clubs.

Words and Expressions

analyst n. 分析家, 分解者	fare n. 费用, 旅客, 食物
miscellaneous adj. 混杂的, 各式各样的	charter v. 租, 包(船、车等)
generate v. 产生, 创造	supply n. 补给, 供给, 供应品
categorize v. 加以类别, 分类	accessible adj. 易接近的, 可到达的
component n. 成分	location n. 位置, 场所, 特定区域
range v. 排列, 归类于	cruise n. 巡游, 巡航
multinational adj. 跨国公司的, 多国的	freighter n. 货船
organize v. 组织, 组织起来	riverboat n. 内河船
transportation n. 运输, 运送	underpinning n. 基础, 支柱, 支撑
maritime adj. 海上的, 海事的, 海运的	rental adj. 租用的
entertain v. 娱乐, 招待	limousine n. 豪华轿车
ferry v. 渡运, 运送	mass adj. 大规模的, 集中的, 群众的
wholesale n. 批发, 趸售	transit n. 运输, 运输线, 转变
group v. 聚合, 成群	primarily adv. 首先, 主要地, 根本上
likewise adv. 同样地, 照样地	metropolitan adj. 首都的, 主要都市的, 大城市的
high-rise adj. (建筑物)超高层的, 高楼的	lodging n. 寄宿处, 寄宿
motel n. 汽车旅馆	resort n. 度假胜地
accommodation n. 住处, 膳宿	casino n. 娱乐场(供表演、赌博的地方)
scheduled adj. 定期的, 预定的	convention n. 大会
supplemental adj. 补足的, 追加的	scenic adj. 景色优美的, 戏剧性的
aerial adj. 航空的, 生活在空气中的	recreational adj. 休养的, 娱乐的
sightseeing n. 观光	parade n. 游行, 阅兵, 检阅
excursion n. 远足, 游览, 短程旅行	small-town adj. 偏狭的, 土里土气的
approximately adv. 近似地, 大约	rodeo n. (美)牛仔竞技表演
segment n. 段, 节, 片断	duration n. 持续时间, 为期
domestic adj. 国内的	discount n. 折扣
confine v. 限制, 禁闭	



assemble v. 集合, 聚集, 装配

escort n. 陪同(人员), 护卫

outlet n. (信息)途径, (支付)方法

inbound adj. 内地的, 归航的

reservation n. (旅馆房间等)预订, 预约

schedule v. 制订(计划), 确定时间

Notes

1. During the 1960s, analysts began to view travel as an industry, rather than as a miscellaneous collection of transportation companies. 分析家们在 20 世纪 60 年代就开始把旅行视为一个行业, 而非各种运输公司的杂乱拼凑。

2. The roadside hamburger stand is just as much a part of the industry as a major airline. 路边卖汉堡的小摊同一家大型航空公司一样, 都是这个行业的一部分。

3. These are the components that get people where they're going and get them from place to place once they arrive. 这些(旅游行业基本)组成部分是指把游客运送到旅游目的地, 以及为游客在旅游目的地参观游览提供的交通服务。

4. hospitality industry 餐旅业: 狭义上指“食宿”, 即住宿业(lodging industry)与餐饮业(food service industry); 广义上指俱乐部、休闲教育会议中心、会议管理、度假旅馆、旅馆管理、餐饮管理、餐馆管理、娱乐、航空公司、休闲服务、观光与旅游服务、主题公园管理等领域。

5. Two components provide the means for distributing the products and services of the other components to travelers. (这)两个组成部分(旅游经营公司和旅游服务中心)协助旅游行业其他组成部分为旅客提供旅游产品及服务。

6. United Airlines 美国联合航空公司: 成立于 1926 年, 当时的身份是作为四家航空公司的管理公司, 主要负责美国国内航空邮件。这四家公司分别是波音航空运输公司、太平洋航空运输公司、国家航空运输公司和瓦尼航空公司。联合航空公司现在是 UAL 股份公司的主要子公司。

7. Northwest Airlines 美国西北航空公司: 成立于 1926 年, 是第一家开设国际航线的美国航空公司, 在美国历史最为悠久, 知名度极高, 是全球四大航空公司之一。

8. air taxi 商业性短程小飞机、出租飞机: 指在没有班机的航线上运送乘客、货物或邮件的小型客机。

9. Using smaller airplanes, air taxi companies fly passengers or supplies to destinations that may not be accessible to scheduled air carriers. 飞机出租公司用小型飞机把乘客或货物运送到航空公司无法抵达的地方。

10. Oslo 奥斯陆: 是挪威首都和最大的城市。1952 年冬季奥林匹克运动会在此举行。

11. Ground transportation is so basic that it is almost taken for granted. 陆路运输如此普及, 以至于人们忽视了它的存在。

12. The various branches of this component shelter, feed and entertain travelers. 这个组成

部分下属的各个部门为游客提供住宿、餐饮以及娱乐等服务。

13.Niagara Falls, the Pyramids of Egypt, and the World Series, in spite of their obvious differences, are alike in that they are all major tourist attractions. 尼亚加拉大瀑布、埃及金字塔、世界职业棒球大赛,它们之间虽差异迥然,但有相似之处:对游客具有极大的吸引力。

14.The tourism component of the travel industry is concerned with attractions and events that draw travelers to an area. 旅游业中的观光业涉及的内容是吸引游客的景点和节事活动。

15.Yellowstone National Park 黄石国家公园:位于美国西部北洛基山和中洛基山之间的熔岩高原上,是世界上最原始、最古老的国家公园。黄石河、黄石湖纵贯其中,有峡谷、瀑布、温泉以及间歇喷泉等,景色秀丽,引人入胜。自从1872年黄石公园创办以来,已有数以千万人来此观光。

16.Rocky Mountains 洛基山脉:位于北美洲西部,从加拿大横越美国西部,直到新墨西哥州,绵延超过4 800千米。

17.Mardi Gras: the day before Ash Wednesday, celebrated as a holiday in many places with carnivals, masquerade balls, and parades of costumed merrymakers. 四旬斋前的最后一天,在许多地方人们通过狂欢节、化装舞会和化装游行的方式来庆祝这个节日。

18.Super Bowl 超级杯:美国国家美式足球联盟(National Football League, NFL)的年度冠军赛,一般是在每年1月份的最后一个星期天或是2月份的第一个星期天举行。

19.Wholesalers make a profit by marking up the price of the products and then selling them through retail travel agencies. 旅游批发商通过标高商品价格,然后经过旅游零售商的销售来赚取利润。

20.tour operator/tour wholesaler 旅游批发商:也叫旅游经营商,主要从事组织和批发包价旅游业务。他们与饭店、交通运输部门、旅游景点及包价旅游所涉及的其他部门签订协议,预先购买这些服务项目,然后根据旅游者的不同需求和消费水平,设计出各具特色的包价旅游产品,通过旅游零售商在旅游市场上销售。

Practical Writing: Notice (1)

Notices are mostly written to make known something about to happen or, sometimes, something that has happened. It may be an announcement of a meeting, a party, a tour, a movie or a video show, a match, etc. A notice includes at least three parts:

- 1.Time—when;
- 2.Place—where;
- 3.Activity—what.

For lectures or talks, the notices should also include:

- 1.Background information about the speaker;

2. Other details.

• **Sample**

Lecture on Chinese Folklore

Speaker: Dr. Wang Hong

Professor of Sociology, Beijing University

Time: 2:00 p.m., 15 October, 2016

Place: Room 206, Audio-Visual Center

All Welcome!

Exercises

I. Comprehension Questions: Answer the following questions.

(Text A)

1. What is World Travel & Tourism Council (WTTC)?
2. Does tourism have any impacts on a country's economy? Support your statement with examples.
3. According to WTTC, how big was the impact of tourism of China on its economy in 2006?
4. What is "holiday economy"?
5. What is the concern caused by the rapid rise in tourism demand?
6. What harm do the three "golden week" holidays bring to the tourism industry?
7. Did WTTC give China any suggestions? What is it?
8. Why is tourism considered to be one of the world's fastest growing industries?

(Text B)

1. What is an industry? Why can travel be categorized as an industry?
2. How many groups can travel and tourism companies be organized into?
3. Why would an international airline and a one-airplane taxi company be arranged in the same component?
4. How many components does the air transportation consist of?
5. Explain why scheduled air carriers comprise the largest segment of the air transportation component?
6. What are the respective advantages of supplemental air carriers and the air taxi companies?

7. What role does ground transportation serve in the entire travel industry?
8. What components is the hospitality industry composed of?
9. What is the major difference between attractions and events?
10. What are the three main types of wholesale operations?

II. Word Formation

A. Turn the following nouns into adjectives:

emergency _____

currency _____

jealousy _____

democracy _____

urgency _____

privacy _____

difficulty _____

dishonesty _____

delicacy _____

decency _____

B. Turn the following nouns into verbs:

discovery _____

delivery _____

robbery _____

recovery _____

injury _____

inquiry _____

bankruptcy _____

variety _____

coherency _____

III. Vocabulary Work

A. Many pairs of words are confusing because they are somewhat similar. Choose the correct word to fit the sense of each sentence.

1. Are you (quite, quiet) sure that what you say is true?
2. The youth had broken the window in a (childlike, childish) fit of temper.
3. The rescuer would not (accept, except) a reward of money.
4. Pudding for (desert, dessert) again?
5. The plane arrived ten minutes (latter, later) than usual.