

旅游教育系列教材

# 旅游英语阅读教程



An English  
Course on Tourism

杨永燕 主编  
乌志

陕西人民出版社

旅游教育系列教材

# 旅游英语阅读教程

An English Reading Course on Tourism

主 编 杨 燕 乌永志  
编 者 张 芒 高佳璟 文晓莉  
黄文英 杨 燕

江苏工业学院图书馆  
藏书章

陕西人民出版社

## 图书在版编目 (CIP) 数据

旅游英语阅读教程/杨燕, 乌永志主编. —西安: 陕西人民出版社, 2006

(旅游教育系列教材)

ISBN 7-224-07748-8

I. 旅... II. ①杨... ②乌... III. 旅游-英语-阅读教学-高等学校-教材 IV. H319.4

中国版本图书馆 CIP 数据核字 (2006) 第 103521 号

## 旅游英语阅读教程

---

主 编: 杨 燕 乌永志

出版发行: 陕西人民出版社 (西安北大街 147 号 邮编: 710003)

---

印 刷: 西安市建明工贸有限责任公司

开 本: 690mm×960mm 16 开 12.625 印张

字 数: 220 千字

版 次: 2006 年 8 月第 1 版 2006 年 8 月第 1 次印刷

印 数: 1-1000

书 号: ISBN 7-224-07748-8 / H·308

定 价: 18.00 元

---

## “旅游教育系列教材”编辑委员会

主 任 户思社

副主任 党金学 王 峰

编 委 (以姓氏笔画为序)

王晓华	王秀文	王莉霞	乌永志	文晓莉
李 伟	李红媛	张 芒	陈荣婕	陈锋仪
陈 慧	张 蕾	杨红英	杨国庆	姚宝荣
赵 勇	费学军	高佳璟	唐 玮	党金学
黄建敏	黄文英	曹 锋	黄 蓓	熊 关

## 前 言

《旅游英语阅读教程》一书是西安外国语大学旅游学院为高校旅游专业及旅游从业人员编写的“旅游教育系列教材”之一。

快速发展的旅游业已成为我国经济发展的支柱产业之一，旅游从业人员队伍不断壮大。然而，我国旅游业的现状是人力资源供大于求，而人才资源供不应求。旅游企业目前急需一大批既具有中西方文化知识、旅游知识，又具有外语能力的复合型中高级旅游人才。《旅游英语阅读教程》就是顺应市场需要而编写的。其目的是扩大旅游专业高年级学生旅游方面的知识，巩固和提高其英语语言知识和阅读能力，为未来的旅游经营与管理打下坚实的专业外语基础。

该教材内容新颖丰富，反映了国际、国内旅游学科的发展动态；选材范围广泛，内容涉及国内外旅游名胜古迹、文化习俗、游客、旅游资源、旅行社、饭店等与旅游相关的诸多方面的内容；选材体裁多样，有研究性文章，有数据资料，有旅游经典文章等。通过阅读这些英语原文，学生将对客源国文化概况、国内外游客心理特征、旅游管理、饭店管理、国内外旅游研究、自然旅游资源等有一个全面的认识。该书将把语言基本功的训练和旅游专业方面的知识培养有机结合起来，既提高了学生的英语语言水平，又传授了旅游专业的相关知识。

本书共有 16 个单元，每个单元由课文、常用词汇、注释、阅读理解问题和补充阅读材料等五部分组成。常用词汇表列增与题材相关的词和词组，旨在帮助学生扩大词汇量。每单元后的阅读理解问题除检查学生对所阅读的文章的理解外，还设置有 2 至 3 个扩充思考题，可供学生在课堂或课外讨论。补充材料供学生课外阅读，目的是进一步丰富学生的

文化知识。

在本教材编写过程中，我们参考了一些英语教材，并选用了一些作为课文。凡选用资料的书籍，我们在书后附录了参考书目。特此向这些编者致以衷心的感谢。

我们还要真诚地感谢外籍专家 **Aram Son** 和我院研究生高倩、王渊博在本教材编写过程中给予的热心帮助和大力支持。

由于时间短、任务急，又限于水平，错误和疏漏之处在所难免，敬请读者批评和指正。

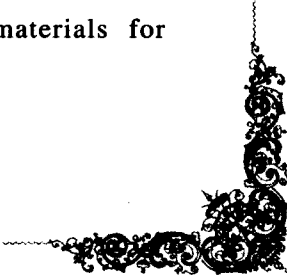
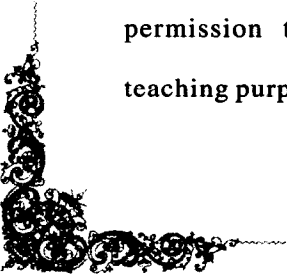
编 者

2006 年 5 月



## Acknowledgements

We thank all the contributors to this textbook; without their dedicated input, we could not have completed it. We also gratefully acknowledge our indebtedness to all the books and materials we have used in this textbook. We apologize for not being able to trace the copyright owners of a number of the materials. We sincerely show our respect for intellectual property rights, and hope to get generous permission to use the related materials for teaching purposes.



## Contents

Unit One	<b>Overview of Tourism Industry</b> .....	( 1 )
	——Supplementary Reading	
	A Brief History of Travel	
Unit Two	<b>Economic Impacts of Tourism</b> .....	(11)
	——Supplementary Reading	
	Cultural Effects of Tourism	
Unit Three	<b>The World Tourism Organization</b> .....	(23)
	——Supplementary Reading	
	U. S. and China Sign WTO Deal	
Unit Four	<b>Special Services and Products</b> .....	(36)
	——Supplementary Reading	
	Travel Growth and Employment	
Unit Five	<b>Special Segments of Business Travel</b> .....	(49)
	——Supplementary Reading	
	Geography and the Travel Industry	
Unit Six	<b>Ecotourism: Threat or Opportunity?</b> .....	(61)
	——Supplementary Reading	
	The International Tourist	
Unit Seven	<b>Prioritizing Cultural Heritage in the Asia-Pacific</b>	
	<b>Region—Role of City Governments</b> .....	(71)
	——Supplementary Reading	
	System Geography	
Unit Eight	<b>Chinese Outbound Tourism</b> .....	(81)
	——Supplementary Reading	
	Common Health Problems	
Unit Nine	<b>Challenges of Globalization</b> .....	(92)
	——Supplementary Reading	
	The English Character	



Unit Ten	<b>Can Confucianism Help Human Civilization?</b> .....	(100)
	——Supplementary Reading	
	Feast Fit for a Medieval King	
Unit Eleven	<b>United States of America</b> .....	(110)
	——Supplementary Reading	
	U. S. Now More Diverse, Ethnically and Racially	
Unit Twelve	<b>Presidential and Parliamentary Systems</b> .....	(123)
	——Supplementary Reading	
	Frequent Traveler Program	
Unit Thirteen	<b>Seven Wonders of the Ancient World</b> .....	(138)
	——Supplementary Reading	
	Sydney Opera House	
Unit Fourteen	<b>Types of Service in the Hospitality Industry</b> ...	(152)
	——Supplementary Reading	
	Who Travels Today?	
Unit Fifteen	<b>China's Hotel Industry</b> .....	(165)
	——Supplementary Reading	
	The Growth of Hotel Chains	
Unit Sixteen	<b>United States Tourism Policy</b> .....	(180)
	——Supplementary Reading	
	How Tourism Can Contribute to Socio-Cultural Conservation	
Bibliography	.....	(194)

## **Unit One**

### **Overview of Tourism Industry**

The travel and tourism industry is the world's largest and most diverse industry. Many nations rely on this dynamic industry as a primary source for generating revenues, employment, private sector growth, and infrastructure development. Tourism development is encouraged, particularly among the developing countries around the world, when other forms of economic development, such as manufacturing or the exportation of natural resources, are not commercially viable.

The reasons people desire to travel are complex and varied. Contributing to the powerful growth tourism has experienced in a relatively short time frame has been the increased accessibility to the many components of the travel experience. Transportation to, from, and within parts of the world once considered remote has become more affordable for, and within the reach of, the majority of residents in many nations. Accommodations and restaurants in assorted budget categories are universally found in major cities, resort locations, adjacent to airports and thoroughfares, and in rural areas. Professional services provided by travel agencies and tour operators, marketing efforts by public sector tourism offices, advanced technology that rapidly brings the tourism components together in a flash for the potential traveler—all make today's travel experience safe, comfortable, and enjoyable.

#### **Forms and Categories of Travel**

Just as there are different types of visitors, there are different forms and categories of travel which take place, varying by traveler, destination, and motive for travel, such as international vs. domestic travel, intraregional vs. interregional travel, as well as inbound vs. outbound travel.

#### **International and Domestic Tourism**

According to the WTO, international tourism differs from domestic tourism and occurs when the traveler crosses a country's border. Not every international traveler is a visitor, however. The traveler is a visitor only if the trip takes him or her outside the usual environment, e. g. , workers who cross

borders for employment are not considered visitors. The interest in international tourism has always been strong, primarily for economic reasons, as this form of tourism plays an important role in trade and monetary flows among nations.

Domestic tourism has been overshadowed by the interest in international tourism, for it was thought initially to have little or no international impact, and statistics on the subject were felt to be a country's own business. It has become clear, however, that international and domestic tourism do relate to each other. Travelers' choices change depending on circumstances, and domestic tourism can be substituted for international tourism and vice versa under the influence of external factors, such as relative growth in real incomes, price differences between countries, and international political conditions. Over the past few decades, in many Western countries domestic holidays were largely replaced by outbound holidays, influenced by the rise in living standards and discretionary incomes, while developing countries have seen sharp increases in domestic tourism.

### **Regional Travel**

Regions are geographically united subdivisions of a larger area characterized by definitive criteria or frames of reference. Three types of regions are used in tourism research. The first one refers to geographical location. Regions such as "the north" or "the west" are examples of this type. The second type refers to administrative areas, such as "Province X." The third combines criteria referring to location with criteria of a more physical nature. Examples of this type of region are "the lake district" or "the Pacific Basin." Regions of functional type can also be constructed, such as "urban areas" or "coastal areas." The term interregional travel refers to travel among various regions, whether in regions found within the same province or state, a country, or various regions throughout the world. Intraregional, on the other hand, refers directly to travel contained within the same defined region, whether domestic or international such as travel between countries of East Asia.

### **Inbound and Outbound Tourism**

There are three forms of tourism at any level, in relation to a given area, e. g. , domestic region, country, or group of countries:

——*Domestic tourism* , involving residents of the given area traveling (as visitors) only within that area;

— *Inbound tourism*, involving non-residents traveling as visitors in the given area;

— *Outbound tourism*, involving residents traveling as visitors in an area other than the given area.

If a country is the area of reference, the terms “domestic,” “inbound” and “outbound” tourism can be combined in various ways to derive the following categories of tourism:

— *Internal tourism*, which comprises domestic and inbound tourism;

— *National tourism*, which comprises domestic tourism and outbound tourism;

— *International tourism*, which consists of inbound tourism and outbound tourism.

To avoid misunderstanding, the terms “inbound,” “outbound,” “domestic,” “internal,” “national” and “international tourism” are generally used with a country as the unit of reference. However, it should be recognized that there are political subdivisions which are less than countries and differ from states such as the Commonwealth of Puerto Rico and the Commonwealth of the Northern Mariana Islands, both part of the United States.

While the concept of travel and tourism is as old as civilization itself, history reveals that travel was not always a pleasurable experience. A brief review of tourism’s historical development is in order to fully appreciate today’s modern tourism environment and to understand tourism’s challenges as the world’s population has approached the new millennium.

### **Early Ages**

Logical motivators for the earliest of peoples in prehistoric civilizations to travel focused on gathering food, avoiding danger, and moving to more favorable climates. As mankind’s skills and technologies increased, there was a decreased need in the nomadic existence, resulting in yet another travel motivator: the trade and barter of goods. As ancient world empires grew in Africa, Asia, and the Middle East, the infrastructure necessary for travel such as land routes and waterways was created and vehicles for travel were developed. The beginnings of official government travel were a direct result of rulers who sent their emissaries to observe the progress of wars throughout sprawling empires or to collect taxes from the citizenry. During the Egyptian dynasties, travel for both business and pleasure began to flourish, and

hospitality centers were built along major routes and in the cities to accommodate travelers between central government posts and the outlying territories. During the height of the Assyrian empire, the means of travel were improved, largely for military use, and roads were improved, and markers were established to indicate distances. The Persians who defeated the Assyrians made further improvements to the road systems and developed four-wheeled carriages for transportation.

The early Greeks advanced travel and tourism developments in two particular areas. First, through the development of a coin currency, replacing the need for travelers to carry goods to barter at their final destination for other goods and services. Secondly, the Greek language spread throughout the Mediterranean area, making it easier to communicate as one traveled. Since most of the Greek towns and cities were located along the coast, travel was primarily by sea. Travel for government business was kept to a minimum because of the independent nature of the city—state system, but the Greeks liked to visit other cities for pleasure, particularly Athens. They also enjoyed traveling to religious festivals, and events like the Olympic Games held every four years at Olympia.

At the height of the Roman Empire, the ruling patrician class enjoyed their leisure during the periods of relative peace. Like the Greeks before them, they observed their own athletic and religious events and traveled to these sites. Sightseeing was also popular with the wealthy Romans, and many visited Greece. A ten-volume travel guide was published in 170 A.D. by the Greek, Pausanias. Entitled *A Guide to Greece*, the guide targeted the Roman tourist market and described the Grecian monuments, sculptures, and the stories and myths behind them. Romans also toured Egypt to see the Sphinx and the Pyramids. Alexandria was a cosmopolitan oasis for Roman aristocracy, since many nationalities were represented there including Egyptians, Greeks, Jews, Ethiopians, Indians, and Syrians. Egypt's weather was also a travel incentive for the Romans, as it offered a sunny, hot, and dry environment. The citizens of the Roman Empire also liked to shop when abroad, as most tourists do today. The practice of hiding purchases from custom officials probably originated with this class, a result of high duties, typically 25 percent, placed on imported purchases.

Asian civilizations also have a history of leisure travel to resorts, with

known examples of second homes or seasonal retreats in China as well as in Japan. Chinese nobility and their guests retreated to the summer pavilions and villas in Suzhou, Hangzhou and other scenic areas.

### **Middle Ages**

During the Middle Ages from about the 5th to 14th century A.D. , trade and travel declined as roads fell into disrepair and overall travel conditions became difficult as well as dangerous. During this period, the Christian Church was the primary impetus for travel with the spreading of monasteries and the Christian religion. Monks and priests encouraged the public to go on pilgrimages, and by the 14th century, pilgrimages were an organized mass phenomena served by a growing network of charitable hospices with growing ranks of participants from most social classes. Christians went to Jerusalem and Rome, and even though the pilgrimages had a religious basis, they were also seen as social and recreational journeys.

In the latter part of the 13th century, Marco Polo explored the land routes from Europe to Asia. In China, Polo discovered a well-developed road system, the first having been built during the Zhou dynasty (1046—771B.C.). Polo's book on his travels was the West's main source of information about life in the East during this period. Other travel books began to appear with the advent of the printing press, and Sir John Mandeville's *Travels* in 1357 was printed in several foreign languages, with descriptions of travel to places as far away as Southeast Asia.

By the 15th century there is a record of an actual package tour which originated in Venice to the Holy Land. For the price of the package, the tourist received passage, meals, accommodations, donkey rides, and the bribe money necessary to avoid red tape. Early versions of today's convenience fast food stands popped up along heavily trafficked pilgrim travel ways. Roadside hawkers during high seasons would sell wine, fruits, fish, meats, bread and cakes from roadside tents.

### **The Renaissance**

Travelers between the 14th and 17th centuries used as their travel motivator the desire to broaden one's experience and knowledge. In England, Queen Elizabeth I approved a form of travel to groom future diplomats, and the universities such as Oxford and Cambridge in England and Salamanca in Spain provided travel fellowships. England also issued a traveler's license

which was good for two to three years and it disclosed travel restrictions, how much money, how many horses, and servants (usually three) the traveler could take. Tourists also were issued passports, but surrendered them at exit posts, and picked up new ones for each country they visited. Little cash was carried, instead they used a line of credit which worked like the modern day traveler's checks. The Elizabethan traveler usually went to Italy, by way of Paris and Frankfurt.

The loosely organized Elizabethan tour later became more highly structured into what became known as the Grand Tour. The organized Grand Tour had its start in the mid-1600s, and its popularity ran through the mid-1800s. The desire to gain new knowledge and experiences was still the prime motivator of travel for participants of the Grand Tour; and the Grand Tour was seen as the capstone to educational and cultural attainment of the upper classes. Typically, sons of well-to-do families traveled to specific countries to visit historical sites and ruins as well as to study art, architecture and history. There was even a tour guidebook for the Grand Tour travelers, the 1778 bestseller by Thomas Nugent.

### **The Industrial Revolution**

The Industrial Revolution, which lasted from about 1750 to 1850 created the base for mass tourism as we know it today. This period brought profound economic and social changes as workers moved away from basic agriculture in rural areas into the manufacturing plants and urban way of life familiar to many people today. The Industrial Revolution also introduced new machinery powered by steam for trains and ships. Social changes brought on by changes in occupations led to the expansion of a new middle class, an increase in leisure time, and for many, a demand for recreational travel activities leading to a decline in popularity of the elitist Grand Tour.

Initially, recreation tourist trips were generally only day trips because, most people still had only limited discretionary income and a five-day work week was not commonplace. Toward the end of the 19th century, workers began to get annual vacations. In order to escape congested and polluted urban areas, many turned to spas and seaside resorts for their holidays, which set the tone more or less for the modern leisure tourist.

Some destinations, until then visited primarily by the wealthy, were expanded, while others were newly established to capture this growing middle

class market. To these destinations, the middle class represented a huge market compared with the small number of the earlier wealthy and aristocratic visitors. What the new tourists lacked in individual spending power, they more than compensated in terms of the total volume of arrivals.

### **Modern Tourism**

It was the combination of desire, mobility, accessibility, and affordability that made mass travel possible. With the 20th century came new technologies such as aviation, computers, robots, and satellite communications, which have transformed the way that people live, work, and play. Modern technology is credited with the development of mass tourism for a number of reasons: it increased leisure time, provided additional discretionary income, enhanced telecommunications, and created more efficient modes of transportation.

As the world looks ahead to the next millennium, there is little doubt that tourism will continue to be one of the most dynamic growth sectors of the global economy. Despite periodic recessions, political upheavals, wars, and uncertainties about the price and availability of fuel, international tourism is now the largest single item in the world's foreign trade budget. It is three times bigger than world expenditures on defense. No longer an activity reserved only for the privileged few, tourism is now engaged in by millions of people who enjoy new places, seek a change in their environment, and look for meaningful experiences. As the new age of tourism evolves, it will be affected by a number of exogenous factors such as economic and financial developments, technological developments and innovations, environmental issues, and marketing factors affecting the structure of the travel and tourism operating sector and product development.

(By Chuck Y. Gee)

### **Words and Expressions**

visitor profile 游客概况

tourist characteristic 旅游者特征

types of tourist activity 游客活动类型

range of travel motivator 游客动机类型

life cycle determinant 生活方式决定因素

allocentric type 多中心型

psychographic type 自我中心型



independent traveler 个体旅游者

household survey 家庭调查

supplier survey 供应商调查

international passenger survey (IPS) 国际旅客调查

sample survey 抽样调查

### Notes

1. the Grand Tour 在中世纪的英国和其他一些欧洲国家的贵族子弟到欧洲其他国家为了教育和社交目的而进行的游学之旅。
2. domestic tourism 国内旅游
3. internal tourism 境内旅游
4. inbound travel 入境游
5. outbound travel 出境游
6. the lake district (英格兰)湖区 位于英格兰西北部 Cumbria 郡西边, 总面积约 2300 平方公里, 每年吸引大约 1800 万游客到访。湖区(The Lakes)占去湖区国家公园(Lake District National Park)之大部分。自一万年冰河时期结束后全境天然景观几乎原封不动。
7. intraregional tourism 区域内旅游
8. interregional tourism 跨区域旅游
9. Sir John Mandeville 约翰·曼德维尔是 14 世纪英国作家, 著有《约翰·曼德维尔爵士航海及旅行记》
10. Holy Land 圣地 指巴勒斯坦, 系犹太教、基督教及回教之圣地
11. discretionary income 可自由支配的收入

### Comprehension Questions and Questions for Discussion

1. Why do many countries, particularly developing countries around the world, encourage tourism development? What benefit does tourism bring to these countries?
2. What makes today's travel experience safe, comfortable and enjoyable?
3. According to the WTO, what is the difference between international tourism and domestic tourism? How is international tourism and domestic tourism related to each other?
4. How did the beginnings of official government travel come into being at the early ages of travel and tourism development?
5. How many types of regions are used in tourism research? What do they