

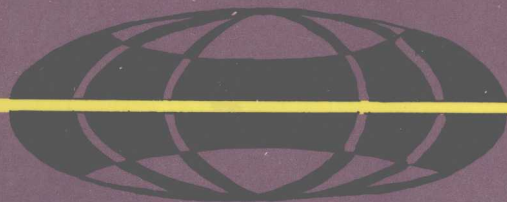
现代旅游经济·文化系列丛书

主 编 张晓萍

副主编 杨勇坚

# 旅游英语

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云南大学出版社

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## 旅 游 英 语

张晓萍 主编

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## 《现代旅游经济·文化系列丛书》

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# 总 序

当代旅游业已成为世界上发展势头最为强劲的产业和最大的产业。旅游业发展之快，产业带动力之强，使许多国家和地区都把旅游业作为经济发展的重点产业，予以大力扶持和发展。进入九十年代，国际旅游业伴随着经济中心的转移，在亚太地区掀起热潮。抓住这一时机，我国已将旅游业确定为第三产业发展的带头产业，予以大力发展，使我国旅游业迅速从改革前的 40 多位上升为目前的世界第 15 位的地位。伴随着我国旅游事业的迅速发展，我国旅游资源开发及“硬件”建设正不断增加和完善，但是旅游业的“软件”建设则显得十分薄弱，特别是旅游经济、旅游文化理论研究及人才培养严重滞后。因此，为了适应我国旅游业发展及旅游教育的需要，云南大学旅游系、云南大学旅游研究所、昆明大学旅游系和云南大学出版社共同组织旅游经济、文化及管理等相关学科的专家、学者，以及从事旅游经济管理的实际工作者，共同编著《现代旅游经济·文化丛书》，为我国旅游经济、文化理论研究和旅游教育、人才培养提供一套高质量、高水平的旅游经济文化系列专著或教材，以促进我国旅游经济文化理论研究和旅游教育的发展。

《现代旅游经济·文化丛书》全套出书 30 部，滚动式出版在五年内出齐。每部书 18~20 万字，丛书总字数约为 600 万字。全套丛书将比较系统、全面地反映当代国内外旅游经济、旅游文化、旅游管理等基本理论、基本方法和最新研究成果，充分反映现代旅游业及旅游教育的要求及发展特点。丛书共分五辑出版，每年

一辑，每辑 5~6 部。各辑选题内容（选题内容将会根据旅游研究进展及社会经济形势发展作个别调整）如下：

第一辑（1994 年出版）

《现代旅游学导论》、《现代旅游经济》、《旅游资源学》、《旅游导游学》、《旅游园林艺术》

第二辑（1995 年出版）

《旅游管理学》、《旅游市场学》、《旅游心理学》、《旅游地理学》、《旅游生态学》、《旅游接待礼仪》

第三辑（1996 年出版）

《旅游会计学》、《旅游统计学》、《旅游美学》、《旅游交通学》、《旅游民俗学》、《旅游度假区开发与管理》、《旅游饭店经营与管理》

第四辑（1997 年出版）

《旅游财务管理》、《旅游商品学》、《旅游发展史》、《旅游公共关系》、《旅游医学与保健》、《旅游文学名篇导读》、《旅游环境与管理》

第五辑（1998 年出版）

《旅游文物与工艺品》、《旅行社经营管理》、《旅游法学》、《旅游专业英语》、《旅游康乐与管理》

《现代旅游经济·文化丛书》在总体策划与设计上将突出系统性、创新性、实用性三大特色。系统性：是指丛书较全面、系统地反映现代旅游经济文化的最新发展状况，多角度地透视旅游这一特殊的社会现象和经济现象。每部书既是丛书的有机组成部分，又能独立成册，是旅游教育各专业学习和从事旅游工作必不可少的指导书籍。创新性：是指丛书把普及与提高有机结合起来，既注意旅游一般理论与方法的阐述，又重视融汇旅游经济文化研究的最新成果。部分书可丰富已有的研究成果或填补国内相关方面的空白。是从事旅游学科研究和旅游教育工作者颇具价值的重要

参考书。实用性：是指丛书具有较强的指导性和可读性。既有理论，又有实践；既有学理分析，又有充足的数据；既注意理论方法，又强调技能培养。因而对理论研究、教育培训，以及实际工作者都具有适用性。

《现代旅游经济·文化丛书》的出版，既是各位专家、学者们多年研究积累的结晶，也是对各位作者的一次检阅。丛书中所存在的不足或欠缺，敬请读者批评与指正，我们期待着。

《现代旅游经济·文化丛书》

编辑委员会

1994 年 7 月 8 日

# 序

许克敏

在 97' 中国旅游年来临之际, 张晓萍副教授主编的《旅游英语》也已付梓。旅游业是当今世界发展势头最为快捷的产业, 我国是一个旅游大国, 云南省尤以其独特的人文旅游资源为世瞩目, 成为世界旅游热点之一, 每年海外旅游者纷沓而来, 络绎不绝, 几达百万之众。99 年在昆明又将举行世界园艺博览会, 云南省政府已把旅游业确定为省四大支柱产业之一, 因而提高旅游管理服务人员及全民英语水平刻不容缓! 《旅游英语》一书在这样形势下应运而生。

编者把书稿交付给我, 嘱为之序, 我欣然接受了。因为他们与我都是同行。他们是一批朝气蓬勃的中青年教师, 多年从事高校旅游英语教学, 积累了较丰富的教学经验, 有的同志到国外学习、考察、访问过, 了解了世界旅游英语教学的最新情况, 搜集了有关资料。我相信这将是一个成功的集体创作。果然, 该书读来饶有兴味, 不但语言道地, 文笔流畅, 而且内容广泛, 涉及到旅游业的方方面面, 从其产生与发展到意义与作用, 以及资源、地理、市场、交通、管理、接待、导游、规划、机构、国内外旅游概况等等。读者从中既能提高英语水平, 又能获得大量旅游知识, 真可谓一举两得。同时作为



一本教程,编写规范,严格按照国家教委最新审定的《大学英语教学大纲》有关规定和要求编著,所选范文及语言材料均来自原文,注释详尽,练习新颖、实用、多样。可以认为是一本层次较高的旅游英语教程。它的面世将为旅游事业的发展、高校外语教学改革以及对外交流工作起到积极作用。

一九九七年元月于云大映秋院

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# Unit 1

## TEXT

### A Trip through Time

People have always traveled, in search of food or animal skins for clothing, or for territorial expansion. Travel in these early days was time-consuming and dangerous. Indeed, our word *travel* comes from the French word *travail*, which means work, and that is what it was, hard work. Most early travel was on foot, but later donkeys began to be used. Waterways and seaways also frequently became paths for trade and commerce.

Organized travel in the West probably began during the great empires of the Persians, Assyrians, Greeks, Egyptians, and Romans. This period began several millennia B. C. and continued for several hundred years A. D. During the empire period, travel developed for military, trade, and government reasons, as well as for communication from the central government to its distant territories.

Travel was also necessary for the artisans and architects "imported" to design and construct the great palaces and tombs, many of which today's tourists travel to see. Travel led, as well, to an infrastructure of roads, canals, mileage markers, sentinel posts, wells, hostelrys (crude as they were), and eating spots.

In ancient Greece, people traveled to the Olympic Games, an event that required accommodations and food services for both the participants and the spectators. The same demands are made today by people flocking to major sporting events.

During the Middle Ages, from about A. D. 500 to 1400, much of the middle class disappeared, and trade declined as people returned to the land. The shadow of what is sometimes referred to as the Dark Ages began to lift in about A. D. 1000 when the Church began to do a great deal of building, particularly in France where the new churches and cathedrals became, and still are today, tourist attractions.

The monasteries were also acquiring wealth, and the monks educated the public about miracles and other holy matters and encouraged them to go on pilgrimages, which vast numbers of people did. By the fourteenth century, pilgrimages were an organized mass phenomenon served by a growing network of charitable hospices. Pilgrims came from all social classes, except the very poor who were still tied to the land.

In the later part of this period the Christian Crusades freed the Holy Land, and peaceful pilgrimages by Muslims to Mecca, and Christians to Jerusalem and Rome, began. These pilgrimages had a religious basis, but they were also social and recreational events. In England, pilgrimages to Canterbury were made popular through Geoffrey Chaucer's *Canterbury Tales*. Other favorite destinations were Santiago de Compostela in Spain and Rome in Italy. It took the average horseback rider almost two months to travel the twelve hundred miles from London to Rome—and twice that long if the pilgrim were on foot. The journey to Rome was particularly arduous

as it meant crossing the treacherous Alps.

By this time, package tours (probably the first ever available) from Venice to the Holy Land were offered. The trip's cost included passage, meals and wine, accommodations, donkey rides, and bribe money, in order, as Feifer explained, "to prevent confiscation of baggage, endless delays over red tape, or mischief from the camel drivers." There were always local hustlers who found the neophyte tourists easy to exploit, but these travelers also had for their convenience accommodation bureaus, travel agencies, guidebooks, souvenir shops, and many other aspects of travel familiar to us today. Even if people did not travel in a formal group, they tended to stick together, because solitary pilgrimage was too dangerous.

In the later part of the thirteenth century a native of Venice, Marco Polo, explored the land routes from Europe to China and other parts of Asia. The Chinese had a fairly well developed road system; indeed, the first was built during the Chou dynasty (1122 — 221 B. C.). Polo's book on his travels was the West's main source of information about life in the East, and it described, among other things, the use of paper money, which at that time was unheard of in the West.

Wherever people encountered rivers and oceans, they used them as a medium for travel. The sea was particularly challenging, but nonetheless some remarkable voyages were made. For example, some fifteen hundred years ago the Polynesians traveled a distance of about two thousand miles from their home islands to Hawaii, overcoming major problems of water and food availability for such a long journey.

There is also evidence that the Vikings arrived in North Ameri-

ca as early as A. D. 1000. The Spanish also traveled by sea, and Christopher Columbus brought trade to North America as early as 1492. Indeed, Marco Polo's book is said to have inspired Christopher Columbus to travel west from Genoa, Italy, across the Atlantic to try to reach Asia. At that time the North American continent was not known to exist. When Columbus first reached land in 1492, he thus thought he had arrived in India, and so he named the islands he had reached the West Indies (today known as the Caribbean). The Portuguese were also great sailors and went on voyages to the Azores, Africa, and Asia, settling Macao (an island off Hong Kong) in 1557.

The Renaissance, or rebirth, introduced the view that truth lay outside the mind and spirit. It thus created a desire to explore, discover, and understand and encouraged historic and scientific investigation. At the same time that explorers were bringing back tales about distant lands, the aristocracy and wealthy were traveling extensively in Europe.

The Renaissance began in Italy, where relative political stability, economic expansion, a flourishing urban civilization, and wide contact with other cultures provided a new view of the world and the concept that people could master their environment and control their future. From Italy the Renaissance spread throughout the rest of Europe.

The Elizabethan traveler was described by Francis Bacon as the "merchant of light." This new type of tourist traveled to broaden his or her experience and knowledge, whereas the pilgrim had traveled to experience the mystery of the Church. The pilgrim was guided by the Church, whereas the new traveler was an individual.



Queen Elizabeth sanctioned this form of travel, and the crown often paid for part of it, especially for future diplomats. Universities also began giving travel fellowships.

The main destination of this Elizabethan Renaissance tourist was the undisputed apex of culture at that time; Italy. For the Elizabethans, ancient Rome was the greatest civilization the world had ever had. A popular stop on the way to Rome was the Frankfurt book fair where publications were displayed that imbued the travelers with the right spirit of discovery and enterprise. Besides the book fair there was a vast merchandise exposition where visitors could gather ideas about manufacture and commerce, the major issues of the day. The Frankfurt fair was one of the earliest trade shows that attracted tourists, and it is still a major annual international event today.

Another major stop on the way to Italy was Paris, where the future diplomats could observe French court life. From there they would travel south to Lyons and then cross the Alps to Italy. The Alps were no less frightening to these tourists than they had been to the pilgrims and could be far more dangerous, as the tourists usually traveled alone on horseback.

The Industrial Revolution, which lasted from about 1750 to 1850 in Europe, created the base for mass tourism as we know it today. This period brought profound economic and social changes and turned most workers away from basic agriculture into the town factory and urban way of life that we have today.

The Industrial Revolution introduced machinery that vastly increased productivity. New kinds of power to move vehicles (such as trains and ships) were invented, as were new methods of mineral