

◆ 高职高专旅游与饭店管理专业系列教材 ◆

旅游英语教程·精读分册

主编/修月楨



 中国人民大学出版社

高职高专旅游与饭店管理专业系列教材

旅游英语教程·精读分册

LI YOU YING YU JIAO CHENG

主 编 修月祯
撰稿人 修月祯 朱咏梅
李中泽 李向民

中国人民大学出版社

图书在版编目 (CIP) 数据

旅游英语教程. 精读分册/修月祯主编.
北京: 中国人民大学出版社, 2002
高职高专旅游与饭店管理专业系列教材

ISBN 7-300-03999-5/G·840

I. 旅…

II. 修…

III. 旅游-英语-高等学校: 技术学校-教材

IV. H31

中国版本图书馆 CIP 数据核字 (2001) 第 094784 号

高职高专旅游与饭店管理专业系列教材 旅游英语教程·精读分册

主 编 修月祯

出版发行: 中国人民大学出版社

(北京中关村大街 31 号 邮编 100080)

邮购部: 62515351 门市部: 62514148

总编室: 62511242 出版部: 62511239

E-mail: rendafx@public3.bta.net.cn

经 销: 新华书店

印 刷: 三河市实验小学印刷厂

开本: 890×1240 毫米 1/32 印张: 12

2002 年 1 月第 1 版 2002 年 1 月第 1 次印刷

字数: 261 000

定价: 16.00 元

(图书出现印装问题, 本社负责调换)

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总 序



教材是教育与培训的基本工具，也是相应领域科研成果的学术积淀与系统反映，可以说任何一门学科的成长与发展都离不开教材建设的推动。对于旅游管理这样一个在中国只有短短20年发展进程的学科来说，高质量系列教材的编写工作显得尤其重要。

与中国旅游产业与旅游企业同步互动的旅游高等教育，经过多年的发展，已经走过了对国外资料的翻译、介绍、消化和吸收的阶段，开始步入研究生、本科生、高职高专和中专技校序列化，基础理论、应用理论和操作技能层次化，以及结合中国国情特色的新阶段。为此，全国的各高等和中等教育机构及出版机构都付出了自己的积极努力，并已经出现了一批高水平的教材建设成果。中国人民大学出版社这套“高职高专旅游与饭店管理专业系列教材”的出版正是对这一背景的现实呼应。

与已有的高等教育教材建设成果相比，本系列教材在我看来具有如下特点：

第一，高水平的编写团队结合。中国人民大学出版社背依

名校，在财经管理类高等专业教材建设方面积累了丰富的经验。北京第二外国语学院（中国旅游学院）是我国最早开设旅游管理专业的高等院校之一，在旅游与饭店管理的教学与科研方面进行了卓有成效的探索。这次的教材编写分别由他们联合浙江大学和南开大学等国内著名的院校承担具体的组织工作和主要的撰写任务，可以说是出版界与教育界的强强联合，从而为本系列教材的成功提供了坚实的基础。

第二，鲜明的高等职业教育针对性。本系列教材针对旅游与饭店管理高职高专的知识结构与素质要求，分别设计了基础理论，如《旅游学概论》、《旅游经济学》模块，应用理论，如《饭店管理》、《旅行社管理》、《导游基础》模块，以及重点强调操作技能导向的相关模块，如《导游业务》、《旅游接待礼仪》、《客房管理》、《工程管理》、《餐饮管理》等。在这些模块中，编写人员注意把握高职高专旅游与饭店管理专业教学需要，努力做到管理理论与饭店管理的具体特征相结合，国外理论与中国旅游与饭店管理的具体特征相结合，并以知识性和实用性为基本导向，使本系列教材得以与饭店管理专业已有的本科教材和中专教材鲜明地区别开来。

第三，创新意识与创新能力。为实现既定目标，全体编写人员锐意创新，积极探索教材建设方法的多样性。比如为增加教材的可读性，不少教材在编写体例上采用了案例导入、形象图示解说和语言通俗化等方式，从中体现了相应课程教材建设不同于以往的创新性。

目前，中国的旅游与饭店高等教育，特别是高职高专的学科建设与教材建设还处于不断完善的进程中。本套教材的出版也只是繁荣学科与教材建设进程中难以计数的群体努力之一，

希望能有越来越多的类似成果源源不断地涌现，不断推动中国旅游高等教育与科研工作开创新的阶段。

北京第二外国语学院（中国旅游学院）

杜 江 院长/教授/博士

2001年9月18日

编者的话

LU YOU YING YU JIAO CHENG

高等职业教育是国家高等教育的重要组成部分。随着改革开放的深化,我国旅游事业飞速发展,对高级旅游人才的需求不断增多。加强旅游高等教育是解决这一问题的根本出路。旅游专业的高等教育中,旅游英语是一门重要课程。

《旅游英语教程·精读分册》一书系旅游专业高等职业教育二年级下学期或三年级英语阅读教材。教材的课文、补充阅读材料,都是精心编选的。为便于学生掌握,配有练习。书中的写作部分,是旅游业务中经常使用的内容和文本形式。学生掌握以后,可以自如地应付日常工作。本书也可作为英语专业本科学生的泛读教材。

《旅游英语教程·精读分册》是在学生完成初级阶段英语学习的基础上使用的教材,目的在于既增加从事旅游业必须掌握的英语专业词汇,进一步提高学生的英语水平,同时又能较全面地了解有关旅游业方面的专业知识。对于从事或将要从事旅游管理、饭店、旅行社、导游工作的人员,可以在旅游理论和实际工作知识及旅游专业英语方面均得到提高。

全书分为9个单元,每个单元2课,共18课。第1单元

至第7单元(第1课~第14课)为旅游概况,目的是使学生对旅游知识有一个较全面的了解。比如,什么是旅游,旅游业包括哪些方面,旅游业在国民经济中的地位及旅游对一个国家经济、文化和社会等方面的影响。第8、9两个单元(第15课~第18课)介绍有代表性的国内景点和与旅游有关的经济、文化等方面的知识。这些课文有助于提高学生的英语阅读能力,扩大旅游方面的词汇量,通过课堂讲授,帮助学生提高运用这些词汇,结合本地实际,编写导游词,做好导游工作的素质和能力。

修月祯编写第1、7章及全书的写作部分;朱咏梅编写第5、6章;李中泽编写第2、3章;李向民编写第4、8、9章。全书编写时间仓促,难免有错误遗漏,乞望读者指正。

编者

2001.10

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UNIT **1** Introduction to Tourism

LI YOU YING YU JIAO CHENG

Lesson 1

Text A Defining Tourism

Tourism¹, an umbrella concept, has a history dating back to 1811², or before, and continues to change in definition. The term tourism encompasses travelers away from home and the businesses and people who serve them by expediting or otherwise making the travel easier or more entertaining. A traveler is variously defined as³ someone a specified distance (the distances vary) away from home.

Tourism as a concept can be viewed from different perspectives. It is an activity in which people are engaged in⁴ travel away from home primarily for business or pleasure. It is a business providing goods and services to travelers, and involves any expenditure incurred by or for a visitor for his or her trip. Tourism is an

overarching business⁵, including airlines, cruise lines, railroads, rental car agencies, travel marketers, lodging, restaurants, and convention centers. There are also travel reception services, commercial campgrounds, and parts of retail shops, food stores, and gas stations.

Government has the function of taxing, regulating, and promoting tourism. The tourist dollar is tracked as it is spent and re-spent in a destination and treated as an export. As it circulates within an economy its effect is increased and the impact of the tourist dollar on taxes and employment is calculated⁶.

Today's dictionaries defining tourism are about as much help as that of nineteenth-century dictionary⁷ that defined tourists as "people who travel for the pleasure of traveling, out of curiosity, and because they have nothing better to do," and even "for the joy of boasting about it afterwards."

Webster's dictionary⁸ continues to limit tourism to the practice of traveling for recreation:

"The guidance of management of tourists," "the promotion or encouragement of touring," and "the accommodation of tourists."

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 physi-

cal experiences and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed.⁹

2. *The businesses providing tourist goods and services.* Business people see tourism as an opportunity to make a profit¹⁰ 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 host¹¹ community.* Local people usually see tourism as a cultural and employment factor. Of importance to this 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.

On March 4, 1993 the World Tourism Organization (WTO) recommended that "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."¹²