



• 北京联合大学旅游学院英语系 编

新编旅游英语阅读

第一册

New Tourism English Reading

中国国际广播出版社

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前 言

本书为北京联合大学旅游学院英语系泛读教材编写组集体编写。编写目的为：

一、根据学习培养目标，使学生从一、二年级的英语基础学习阶段开始，通过精读课的语言基本功训练不断扩大学生应掌握的基本词汇量和有关知识。

二、根据我国旅游业管理的规定，旅游院校英语系学生在大学四年级上学期须参加《全国英语导游员资格证书》的统一考试。本书力求使学生在知识面和实际工作能力上尽早达到独立从事旅游业工作的水平。

三、本教材在语言难易程度安排上低于同层次精读课水平。

四、在选材上坚持题材多样化，体裁以故事、论述、报导、描述体等为主。

五、全书共分四册。每个学习单元分为一个主题，由一个主篇与两个相关内容的副篇组成，后面附有一定量的练习

题。

本书使用对象为旅游院校的英语专业一、二年级学生和英语自学者以及应参加《英语导游员资格证书》统一考试的社会其他英语工作者。

北京联合大学旅游学院英语系刘帼贞教授、朱锡炎教授参加了本书的全部审稿工作，在此一并致以谢意。

由于编者水平有限，错误不妥之处在所难免，敬请广大读者批评、指正。

北京联合大学旅游学院英语系

Contents

Unit One	Tourism	(1)
Unit Two	Sports	(18)
Unit Three	The United States	(37)
Unit Four	Detective Stories	(53)
Unit Five	Animals	(73)
Unit Six	Pollution	(93)
Unit Seven	Health	(109)
Unit Eight	Holidays	(126)
Key to Exercises	(153)

Unit One *Tourism*

Part 1 Tourism Industry

Part 2 The tourist trade contributes absolutely nothing to increasing understanding between nations

Part 3 Advantages of Yunnan to develop tourism and the efforts to boost tourism

Part One

Pre-reading questions:

1. Is it necessary to develop tourism in China? Why and why not?
2. What are your purposes as a tourist?
3. What is the different expectation between a man or a woman tourist regarding an unfamiliar place?
4. Does tourism industry accelerate a city's economic construction and improve people's living standard in developing countries? Why?

The Tourism Industry

[1] Tourism industry has become more and more influential in the economics of modern times, due to its growth rate, especially after World War II. The growth rate of the tourism industry has exceeded that of the world-wide economy. The tourism industry which has lots of different facets has penetrated many aspects of human endeavors, directly and indirectly. Sometimes, it seems that wherever there is sun and sea, a new resort area springs up.

[2] Despite the tremendous growth, it is not easy to define tourism, and accurate statistics are difficult to obtain as well. Tourism covers distinct classes of travelers — tourists and excursionists.

[3] The basic dimension-purposes of travel has been used to identify different types of tourist. It distinguishes several categories of main purposes of outdoor recreation, entertainment and sightseeing; these are people on holidays. But some people are businessmen, government officials on special missions, as well as people attending meetings or conventions. They often combine pleasure with their work, using the same transportation, catering facilities as the holiday tourists. Other people travel to visit relatives or friends. Still others travel in order to educate themselves in

accordance with the old precept of traveling for the purpose of broadening knowledge.

[4] The marketing approaches for the two major divisions among tourist-recreational and businesses somewhat different. The former responds to a greater degree of lower fares and other inducements in pricing when they are selecting destination for their trip. The latter, on the other hand, looks for dependable rather than inexpensive service since the expense of their trip is usually paid for by their employers. This group of people are likely to make more trips to large cities or industrial centres than to the resort hotel areas although many conventions are now held at resort hotels. It should be noted, however, that some large cities such as New York, Paris, Rome, Tokyo, and Beijing are themselves the most important tourist destinations in the world, so it is difficult to separate pure recreation travel from business travel.

[5] Tourism is a relatively new phenomenon in the world. Since being away from one's home is a component of touring, its development as mass industry depends on improvements in means of rapid and inexpensive transportation which has had revolutionary effects on society to the extent that millions of people today are traveling throughout the world. Tourism as we know it today began with the building of the land transportation — railroad. The term "tourism" and "tourist" were first used in about 1800^①. The

industry emerged because of railroads. Many other popular recreation sites owe their existence to rails service. But due to the development and construction of high-way systems, the heavy-fixed cost nature of railroads in which large capital expenditure is needed caused people to direct their attention to the growth of the airline industry. For many years throughout the world, especially in the tourism industry of developed countries, railroads have been trying to eliminate passenger service regarding this part of their business as being unprofitable.

[6] The automobile has in recent time become major mode of transportations for tourists to choose alternatively from. But it still has the disadvantage of being time-consuming compared with air transportation.

[7] The major singular event that promoted the growth of the commercial airline industry was the World War I^②. It brought great long-run gains for the development of the air transportation industry. The introduction and widespread use of commercial jet aircraft enabled planes to increase their travel speed, and to fly further without refueling. Greater comfort, freight and seating capacity for passengers resulted in competition for alternatives. Cruise lines, rental car companies, airport hotels, motels and ground transportation operators depended on the airline industry to generate bulk of their business.

[8] The 1980s witnessed still further improvement in

the aircraft industry with the introduction of such aircraft as Boeing 757 and 767 which are known for their fuel efficiency. And it is no doubt that world-wide tourism would be impossible without system of international air transportation. Yet it is important to note that various modes of transportation, land and air, are, encountering future uncertainties due to the economic circumstances and regulatory changes.

[9] The rapid development of the industry, brought about not only technological changes but also substantial social changes that made travel desirable as a recreational activity. The increasing number of a large middle class occurred during this period of time. Working and living conditions in the crowded, poorly maintained cities, however, were bleak, and many people began to look forward to leaving the city and traveling to the countryside or seashore for their holiday. Another condition, along with industrialization, is urbanization—the growth of large cities. Approximately 80 percent of international tourists come from the highly industrialized countries such as the U. S. A. , Canada, Japan and the nations of the western Europe. The major cities in those countries are also major tourist attractions in themselves because they offer a great variety of cultural, educational and historical sites.

[10] Labour-intensive[®] service also serves as another factor in the development of the tourism industry in the developing countries. It requires a large number of workers in

proportion to the people who are served. It creates both investment and employment opportunities throughout the world since it increased demand for occupations ranging from airline executives and hotel sales managers to structural engineer, cities' planners, horticulturists and computer programmers. An activity of such magnitude must inevitably produce economic, political, social, cultural and ecological changes. Economic prosperity and other conditions play an important role. Social changes probably are the most important factors in influencing people to travel for recreation and pleasure. Every day as we can see in China, social changes in value are exerted through mass education and important constituents conducive to the continual growth of the tourist industry. China is full of promise in its attempt to parallel the growth on the international level.

Notes:

1. The term "tourism" and "tourist" were first used in about "1800". 此处指的是有文字记载的 1838 年英国一位企业家 Thomas Cook 在世界上首次组织从 Waderbridge 至 Bodmin(地名)观看绞刑的火车旅游。
2. "The major singular event that promoted the growth of the commercial airline industry was World War II." 此处主要指在第二次世界大战中,苏联完全封锁柏林与西方国家之间的一切铁路、公路及水路交通。为此西方国家开始从外部向柏林大规模空投生活用品、军事人员等,因此

引起航运量的猛增。

3. labour-intensive 劳动密集型

Learn about words:

Find the corresponding words in the passage according to the definitions given below.

1. having great power to gain effect on something or to get result from [1]
2. an effort; attempt [1]
3. to prove or show who or what a particular person or thing is [3]
4. encouragement (esp. money which provides) to do something [4]
5. resulting in disadvantage [5]
6. noticeable; important [9]
7. to be made characteristic of a city [9]
8. able to act effectively as a path for sth. [10]

Multiple Choice:

1. What are the purposes of most of the travelers?
 - A. recreation; entertainment; sightseeing
 - B. business; attending conventions; special missions
 - C. recreation; business; visiting relatives and friends; education
2. The two marketing methods are _____.
 - A. recreational and convention divisions

- B. business and recreational divisions
 - C. business and sightseeing divisions
3. The mass tourism industry depends chiefly on ____.
- A. convenience provided in touring
 - B. acceptable fee charged
 - C. rapid and inexpensive transportation
4. Further improvement in tourism transportation in 1980s refers to ____.
- A. the efficiency of tourism management
 - B. the introduction of Boeing 757 and 767 with fuel efficiency
 - C. the reduction of the transportation fee
5. The advantage of rapid growth of tourism for a country is ____.
- A. technological and social changes
 - B. more chances for people to travel
 - C. leveling up the living standard of most people
6. The key factor that influences the choice of a tourist destination is ____.
- A. safety
 - B. convenience
 - C. inexpensiveness
7. The advantage that tourism industry brings to the developing countries is ____.
- A. big opportunity for large number of employment
 - B. investment and employment opportunities

Part Two

The Tourist Trade Contributes Absolutely Nothing to Increasing Understanding between Nations

[1] The tourist trade is booming. With all this coming and going, you'd expect greater understanding to develop between the nations of the world. Not a bit of it! Superb systems of communication by air, sea and land make it possible for us to visit each other's countries at a moderate cost. What was once the "grand tour", reserved for only the very rich, is now within everybody's grasp. The package tour and chartered flights are not to be sneered at. Modern travellers enjoy a level of comfort which the lords and ladies on grand tours in the old days couldn't have dreamed of. But what's the sense of this mass exchange of populations if the nations of the world remain basically ignorant of each other?

[2] Many tourist organizations are directly responsible

for this state of affairs. They deliberately set out to protect their clients from too much contact with the local population. The modern tourist leads a cosseted, sheltered life. He lives at international hotels, where he eats his international food and sips his international drink while he gazes at the natives from a distance. Conducted tours to places of interest are carefully censored. The tourist is allowed to see only what the organizers want him to see and no more. A strict schedule makes it impossible for the tourist to wander off on his own; and anyway, language is always a barrier, so he is only too happy to be protected in this way. At its very worst, this leads to a new and hideous kind of colonisation. The summer quarters of the inhabitants of the cite' universitair^① are temporarily re-established on the island of Corfu^②. Black pool^③ is recreated at Torremolinos^④ where the traveller goes not to eat paella, but fish and chips.

[3] The sad thing about this situation is that it leads to the persistence of national stereotypes. We don't see the people of other nations as they really are, but as we have been brought up to believe they are. You can test this for yourself. Take five nationalities, say, French, German, English, American and Italian. Now in your mind, match them with these five adjectives: musical, amorous, cold, pedantic, naive. Far from providing us with any insight into the national characteristics of the people just mentioned, these adjectives actually act as barriers. So when you set out