

专门用途英语(ESP)规划教材系列一  
ESP Textbook Series I

# 旅游英语

## Tourism English

● 钟 玲 曹瑞明 王志芳 主编 ●

- 中国大学英语教学改革的方向
- 中国社会经济发展的必然要求



苏州大学出版社  
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钟 玲 曹瑞明 王志芳 主编  
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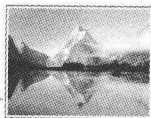
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## 出版者的话

## Publisher's Words

随着社会的发展,交流领域的进一步扩大,人们对英语的需求范围也在不断增大。在市场经济环境下,传统的英语教学与社会需求之间存在着越来越大的差距,其内容、理念等不断受到冲击和挑战,学了很多年英语的大学毕业生无法在工作实践中学以致用。因此,高校英语教学必须做出较大的改革,以适应社会需求的不断变化,在此背景下专门用途英语(ESP)的出现成为必然。可喜的是,专门用途英语教学虽然起步较晚,但发展很快,现在全国已有不少高校开设了专门用途英语课程。

### 1. 专门用途英语是英语教学发展的必然

英语教学和社会的发展密不可分。英语教学是一项社会活动,随着社会的发展,教学活动的 content 和方法也在不断地改进。而专门用途英语的出现是社会发展的需要,也是英语教学改革的前提和目标。在中国,英语教学经历了不同的阶段,从最初的以阅读为基础的语法翻译法,到以口语教学为主的交际法,尔后人们渐渐明白在各个领域中英语的用法存在着较大的差异,随之英语教学便转向专门用途英语。

### 2. 专门用途英语是语言学理论发展的产物

回顾语言学研究的史,我们发现,最初人们是在语言的范畴内探讨语言现象,而没有把语言与社会联系起来。随着社会的发展,人们突破了这一樊篱,语言的共时研究和历时研究为社会语言学的应运而生打下了基础,而社会语言学的兴起为专门用途英语的产生和发展提供了理论基础。索绪尔认为,研究语言就要研



究语言的交际性和功能性。专门用途英语是英语的一种功能变体,是特定的社会文化群体使用的专门语言。显然,专门用途英语的产生和发展得益于社会语言学的理论观照。

### 3. 专门用途英语的存在有其教学依据

1994年,原国家教委制定了高等院校面向21世纪教学内容和课程体系改革计划。该计划对21世纪的中国外语人才提出了新要求:基本功扎实,知识面宽广,有一定的相关专业知识,有较强的能力和较高的素质,成为“外语+专业”的复合型外语人才。最近几年,国家教育部门对专门用途英语的发展更加关注,出台了许多措施,鼓励各级高校有针对性地开设社会需求比较大的专门用途英语课程。

专门用途英语教学是社会发展的必然,是普通用途英语教学的扩展和延续,是英语语言文学教学贴近经济社会、培养实用型英语人才的一大变革。

基于以上情况,苏州大学出版社适时地推出《专门用途英语(ESP)规划教材系列》,以便更好地满足社会、经济发展的需要,更好地服务于中国的英语教学改革,为英语学习者以及英语爱好者提供更好的专门用途英语教材。苏州大学出版社希望借此能为推动中国的英语教学改革和发展作出自己的贡献。

《专门用途英语(ESP)规划教材系列一》包括《法律英语》、《旅游英语》、《体育英语》、《计算机英语》、《经济英语》和《机电英语》。该套教材的编写者是全国专门用途英语教学的一线老师或相关学者,他们具有渊博的学识和丰富的教学经验,在各自的领域里都是佼佼者。该套教材不仅适用于全国普通高等院校、高职高专院校的大学生,也适用于开设相关专业英语的研究生,而对于那些对专门用途英语感兴趣的人士也是很好的参考资料。

《专门用途英语(ESP)规划教材系列一》具有以下特点:

#### 1. 专业知识与案例分析相结合

该套教材把专业知识与实践紧密地结合起来,先让学生对某一领域的专业知识有系统的了解,再通过案例分析等情景模式让学生把专业知识更好地融入现实,从而有针对性地开展英语交流,达到既巩固专业知识又提高英语表达能力的目的。这种结合可以克服纯粹专业知识学习的枯燥,调动学生用英语交流的积极性,从而实现英语教学的交际性和功能性。



## 2. 严谨性与趣味性相结合

教材编写的宗旨是让读者掌握一定的知识、传达一定的信息,因而教材的内容和结构必须严谨。该套教材的编写秉承这一原则,不仅前后结构安排严密、逻辑性强,同时又融入了趣味性和现代气息,将笑话、漫画等表达手段很好地穿插其中。

## 3. 工整与活泼相结合

该套教材的编写理念从策划开始就强调借鉴国外原版教材的活泼与丰满,但又不放弃中国传统的工整、对称等审美情趣,因而整体看来实现了既活泼又工整的效果。教材中的英文采用了国际上的流行字体,中文采用了扁宋和楷体;每一个图标既体现了章节的变化有度,又能很好地表现各章节的特点。

在该套专门用途英语教材即将问世之际,我们希望它们能够很好地服务于中国英语教学改革、推动中国英语教学的发展。各位读者如有什么疑问或建议,请联系我们([tangdingjun@suda.edu.cn](mailto:tangdingjun@suda.edu.cn)),对于你们的指导我们倍加感谢。

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# 前言

## Preface

旅游活动无论是在中国还是在其他国家都自古有之,到 21 世纪的今天,旅游业已经成为世界各国国民经济的重要组成部分,是世界上发展势头最强劲的产业之一,也是现代人日常生活的重要组成部分。

旅游是一种涉及社会、经济、文化等众多层面的综合现象,对它的了解有助于全方位地把握旅游的实质和实现旅游业的可持续发展。

编写本书的目的在于在为旅游专业或非旅游专业的学生或职场人士提供有关旅游学的基本理论知识,并用其来指导旅游实践,这是本书与其他重在介绍旅游常识、旅游常用词汇与表达法等书籍的根本不同之处,也是本书的特色之一。本书内容大都取材于英国、美国、澳大利亚、新西兰等国家的原始材料,语言地道,因此也可以帮助读者在了解旅游学理论的同时学习英语语言。

本书内容主要包括 8 个章节:An Introduction to Tourism; Tourists and Tourist Motivation; Tourism Resources; The Tourism Industry; Tourism Organizations; Tourism Marketing; The Impacts of Tourism; Sustainable Tourism。每个章节都列出了重点话题、重要术语以及供思考或讨论的问题,同时每章都附有与该章内容相关的阅读材料或案例分析以及参考书目,供学有余力的学生进一步阅读学习。

由于编者水平有限,加之时间仓促,难免疏漏,恳请读者批评指正。

编者

2009 年 7 月



# Contents

<b>Chapter 1</b>	<b>An Introduction to Tourism</b>	<b>[ 1 ]</b>
1.1	Defining Tourism	<b>[ 2 ]</b>
1.2	Types of Tourism	<b>[ 3 ]</b>
1.3	The Historical Development of Tourism	<b>[ 6 ]</b>
<b>Chapter 2</b>	<b>Tourists and Tourist Motivation</b>	<b>[ 22 ]</b>
2.1	Defining Tourists	<b>[ 22 ]</b>
2.2	Types of Tourists	<b>[ 23 ]</b>
2.3	Tourist Motivation and Behavior	<b>[ 25 ]</b>
<b>Chapter 3</b>	<b>Tourism Resources</b>	<b>[ 47 ]</b>
3.1	Types of Tourism Resources	<b>[ 48 ]</b>
3.2	Planning and Development of Tourism Resources	<b>[ 54 ]</b>
3.3	Protection of Tourism Resources	<b>[ 66 ]</b>
<b>Chapter 4</b>	<b>The Tourism Industry</b>	<b>[ 77 ]</b>
4.1	Travel Agency	<b>[ 77 ]</b>
4.2	Hospitality	<b>[ 84 ]</b>
4.3	Transportation	<b>[ 90 ]</b>
4.4	Attractions and Amenities	<b>[ 100 ]</b>
<b>Chapter 5</b>	<b>Tourism Organizations</b>	<b>[ 116 ]</b>
5.1	International Tourism Organizations	<b>[ 117 ]</b>
5.2	Regional Tourism Organizations	<b>[ 122 ]</b>





5.3	National Tourism Organizations	[ 126 ]
-----	--------------------------------	---------

<b>Chapter 6</b>	<b>Tourism Marketing</b>	[ 135 ]
------------------	--------------------------	---------

6.1	Defining Marketing and Understanding Consumers	[ 136 ]
6.2	Designing Marketing Strategy and Marketing Mix	[ 146 ]
6.3	Extending Marketing	[ 163 ]

<b>Chapter 7</b>	<b>The Impacts of Tourism</b>	[ 177 ]
------------------	-------------------------------	---------

7.1	The Economic Impacts of Tourism	[ 178 ]
7.2	The Socio-Cultural Impacts of Tourism	[ 190 ]
7.3	The Environmental Impacts of Tourism	[ 196 ]

<b>Chapter 8</b>	<b>Sustainable Tourism</b>	[ 209 ]
------------------	----------------------------	---------

8.1	The Concept of Sustainable Tourism	[ 211 ]
8.2	The Practice of Sustainable Tourism	[ 217 ]
8.3	The Future Direction of Tourism	[ 231 ]



## Chapter 1

### *An Introduction to Tourism*

#### **Objectives**

This chapter is to introduce the students the definition, types as well as the history and prospect of tourism. After studying this chapter, the students should be able to distinguish the disparities of different definitions and various types of tourism and tell the historical development of tourism.

1

#### **Key Topics**

- Definitions of tourism
- Types of tourism
- The historical development of tourism

#### **Introduction**

Tourism is travel for predominantly recreational or leisure purposes or the provision of services to support this leisure travel. The World Tourism Organization (WTO) defines tourists as people who “travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”. Tourism has become a popular global leisure activity.

Tourism is vital for many countries such as Egypt, Thailand and many island



nations such as Fiji, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services such as cruise ships and taxis, accommodation such as hotels and entertainment venues, and other hospitality industry services such as resorts.



## 1.1 Defining Tourism

There have been many attempts at defining exactly what we mean by tourism. Hunziker and Krapf, in 1941, defined tourism as:

“The sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity.”

In 1976, a working party for the proposed Institute of Tourism in Britain (later known as the Tourism Society) attempted to define it as:

“The temporary, short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposes, as well as day visits or excursions.”

In 1981, the International Association of Scientific Experts in Tourism defined Tourism in terms of particular activities selected by choice and undertaken outside the home environment.

The United Nations Statistical Commission has accepted the following definition of tourism on the recommendation of the WTO. It states that:

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. (World Tourism Organization, 1993)

The major elements are necessary for inclusion in a comprehensive definition of tourism, namely:

- There is travel between a tourist's home area and a destination.
- The visit is temporary and short-term.
- The visiting tourist will undertake activities normally associated with



tourism, but may be on business or visiting friends and relatives.

- The tourist will make use of a variety of tourist products and facilities in reaching and staying in the destination.
- The tourist's visit will result in negative and positive impacts on the destination area and its people.



## 1.2 Types of Tourism

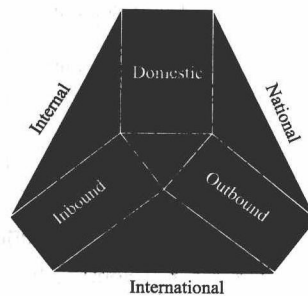
For any given country, the UNWTO (United Nations World Tourism Organization) suggests that there are three basic forms of tourism:

- ♦ Domestic tourism, which involves residents of the given country travelling only within this country, e.g. a family from Shanghai visiting many cultural relics and other attractions of Beijing.
- ♦ Inbound tourism, involving non-residents travelling in the given country, e.g. a student from the Republic of Korea visiting relatives who live in Canton, China.
- ♦ Outbound tourism, involving residents travelling in another country, e.g. the family from China deciding to have a long vacation in Singapore.

The UNWTO also derived different categories of tourism by combining the 3 basic forms of tourism shown in Figure 1.1:

- ♦ Internal tourism, which comprises domestic tourism and inbound tourism;
- ♦ National tourism, which comprises domestic tourism and outbound tourism;
- ♦ International tourism, which consists of inbound tourism and outbound tourism.

Besides, in recent years there rises a new term "inbound tourism" coined by the Korea



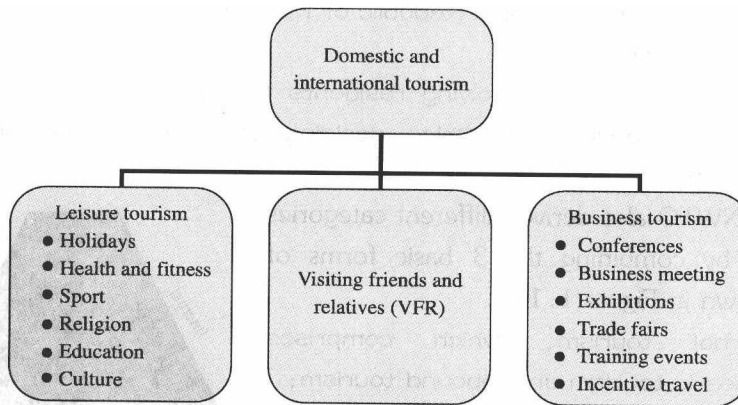
**Figure 1.1 Different categories of tourism**

(Source: WTO)



Tourism Organization and widely accepted in Korea. Intrabound tourism differs from domestic tourism in that the former encompasses policymaking and implementation of national tourism policies. Since many countries are experiencing tough competition for inbound tourists, the tourism industry has shifted from the promotion of inbound tourism to the promotion of intrabound tourism. Some national policymakers have shifted their priority to the promotion of intrabound tourism to contribute to the local economy. Examples of such campaigns include “See America” in the United States, “Malaysia Truly Asia” in Malaysia, “Get Going Canada” in Canada, “Wow Philippines” in the Philippines, “Uniquely Singapore” in Singapore, “100% Pure New Zealand” in New Zealand and “Incredible India” in India.

Although it is easy to imagine that tourism is only concerned with travel for holidays, this is far from the reality of the situation. There are many different motives for travel, which can usefully be categorised for statistical and analytical purposes into leisure tourism, business tourism, visiting friends and relatives and a heterogeneous group of people traveling for “other” purposes as are shown in Figure 1.2.



**Figure 1.2** Classification of tourism according to purposes of travel

(Source: Rob Davidson, *Travel and Tourism in Europe*)

### **Leisure Tourism**

The growth in leisure tourism kept pace with people’s purposes of acquisition of social benefits and households’ increasing purchasing power. It is the most common type of tourist activity, encompassing holidays and short breaks for a





variety of motives. As travelers become better educated and more sophisticated in their lifestyles, and the providers of tourism products more responsive to their needs, people now have changed from their past tourism experience of “just go and have a look” to “staying at one place lingering”, for instance, residents of Beijing most commonly associate leisure tourism with long (3 nights or longer) holidays to coastal cities such as Qinhuangdao in Hebei and Qingdao and Yantai in Shandong. Leisure tourism is typically seasonal and highly dependent on water and climatic resources.

### **Business Tourism**

Although business tourism generally accounts for a relatively small proportion of a country's share of all tourism activity, its economic importance is often greater than comparable leisure tourism activity. This is because business tourism is high value tourism, with business travelers often paying premium rates for travel, entertainment and accommodation, both for prestige purposes and as a penalty for the short lead time of many business trips. Business tourism is also economically beneficial for a number of other reasons, including the fact that it is less seasonal than most leisure tourism and it spreads the benefits of tourism to areas not normally associated with tourist activity. Business tourism often plays an important complementary role to leisure tourism in many destinations; accommodation providers, for example, will often sell to business people during weekdays and offer reduced rates for leisure tourists at weekends, thereby making maximum use of their available resources.

### **Visiting Friends and Relatives (VFR)**

Visiting friends and relatives (VFR) is a significant, if often overlooked, category of tourism in many developed and developing nations. According to UNWTO, visiting friends and/or relatives is one of the main purposes of trip. In statistical practice, VFR is often combined with the one of leisure, recreation and holidays when the purposes are split between leisure and business purposes. Although enjoying free accommodation, the VFR tourist is still likely to spend money on other goods and services in the locality, such as food, entertainment and transport, so contributing to the local economy. Indeed, the very fact that the visitor is not paying for accommodation may well be an incentive to spend more on such things as eating out and entertainment.



## 1.3 The Historical Development of Tourism

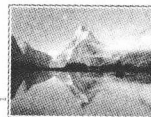
### **Mesopotamia**

Mesopotamia, also called the “land between the rivers” (situated approximately in modern day Iraq), is known as the “Cradle of Civilization” and the first place to experience tourism. The factors that gave rise to civilization, and hence to emergent tourism systems, are worth considering. These include the availability of a permanent water supply (the Tigris and Euphrates rivers), rich alluvial soils (deposited during the annual flooding of these waterways), a warm climate and a central location between Asia, Africa and Europe, all of which contributed to the development of agriculture. For the first time in human history, hunting and gathering societies were replaced by permanent settlements cultivating the same plots of land year after year. Surplus food production was a critical outcome of this process, as it fostered the formation of wealth and the emergence of a small leisure class of priests, warriors and others that did not have to worry continually about its day-to-day survival.

The availability of discretionary time and discretionary income was the most important factor that enabled members of the leisured elite to engage in tourism. Moreover, Mesopotamia was the birthplace of many fundamental inventions and innovations that introduced both the demand and ability to travel for tourism-related purposes. These included the wheel, the wagon, money, the alphabet, domesticated animals such as the horse, and roads. Early cities (another Mesopotamian invention) such as Ur and Nippur were apparently overcrowded and uncomfortable at the best of times, and these inventions allowed the elite to escape them whenever possible. Also critical was the imposition of government structure and civil order over the surrounding countryside, which provided a foundation for the development of destination and transit regions (Casson, 1974).

### **Egypt and the Indus Valley**

Civilization gradually spread from Mesopotamia westward to the Nile Valley



(in modern-day Egypt) and eastward to the Indus Valley (in modern-day Pakistan), where there were similar physical environments. Ancient Egypt provides some of the earliest explicit evidence of pleasure tourism. An inscription, carved into the side of one of the lesser known pyramids and dated 1244 BCE, is among the earliest examples of tourist graffiti (Casson, 1974). This and other monuments of the Nile Valley were already ancient at the time of the inscription, and attracted religious and ceremonial tourists as well as the simply curious. Numerous inscriptions from ancient Egypt also describe the acquisition of souvenirs, suggesting that this, along with the urge to leave behind some physical indication of one's presence through graffiti, is an ancient human impulse that is not unique to the modern era.

### **Ancient Greece**

Tourism in ancient Greece is most associated with national festivals such as the Olympic Games, where residents of the Greek city-states gathered every four years to hold religious ceremonies and compete in athletic events and artistic performances. The participants and spectators at this festival, estimated to number in the tens of thousands, would have had little difficulty in meeting the modern criteria for international stayovers. Accordingly, the game site at Olympia can be considered as one of the oldest specialized, though periodic, tourist resorts. The Games themselves are one of the first examples of sport and event tourism and the precursor to the modern Olympics.

### **Ancient Rome**

With its impressive technological, economic and political achievements, ancient Rome (which peaked between 200 BCE and AD 200) was able to achieve unprecedented levels of tourism activity that would not be reached again for another 1,500 years. An underlying factor was the large population of the Roman Empire. While the elite class was only a fraction, it constituted a large absolute number of potential tourists. These travelers had a large selection of destination choices, given the size of the Empire, the high level of stability and safety achieved during the *Pax Romana* (Roman Peace) and the remarkably sophisticated network of Roman military roads (many of which are still used today) and associated rest stops. By AD 100 the Roman road network extended over 80,000 kilometers.