

21世纪高等院校全国旅游专业规划教材

New  
TOURISM  
ENGLISH

新编旅游英语

主 编 杨红  
副主编 张雨佳 朱登  
顾 问 Tracey Hough



知识产权出版社

全国百佳图书出版单位

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## 内容提要

全球旅游行业岗位的增加和需求,势必对旅游人才的就业提供机遇,但也为旅游人才的培养提出了更高的标准和挑战,并对旅游市场服务的标准提出了新要求。

本教材立足英国、美国、中国、加拿大、澳大利亚等国的旅游市场和最前沿的旅游研究态势,编写十二个单元,即旅游、生态旅游、地质旅游、乡村旅游、绿色旅游、体育旅游、岛屿旅游、沙漠旅游、文化旅游、医疗旅游、宗教旅游、可持续旅游。本教材内容丰富多样,集理论深度与实践广度为一体,兼具趣味性和启发性,能提高学生的旅游理论研究能力、语言表达能力和英语交际能力,培养既懂旅游知识又能熟练使用英语的复合型人才。

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## 新编旅游英语

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# 前 言

随着日新月异的社会发展和经济收入的提高，旅游成为人们生活中不可或缺的一个重要部分。作为全球性权威研究机构，世界旅行和旅游行业理事会（World Travel and Tourism Council）称，2017年世界旅游行业直接雇佣人数超过 1.18 亿人，在全球就业人数中占比 3.8%；2017年世界旅行和旅游业 GDP 增长 4.6%，欧洲旅行和旅游 GDP 涨幅为 4.8%。2028年中国旅游市场总量预计将达到 1.3 万亿美元，中国在未来十年预计将产生 3400 万个旅游业职位，世界旅行和旅游业对 GDP 的直接贡献将保持年均增长 3.8%。2028 年全球将有 4.4 亿旅游行业岗位<sup>①</sup>。

全球旅游行业岗位的增加和需求，势必对旅游人才的就业提供机遇，但也为旅游人才的培养提出了更高的标准和挑战，并对旅游市场服务的标准提出了新要求，如何培养更多合格的旅游人才迫在眉睫。旅游人才培养的关键在于教育，教育的根本在于教材。教材的前沿性和前瞻性与教材的深度、宽度和厚度，对于旅游人才的培养具有重大的影响，教材的质量对于旅游人才培养的质量起着关键性和决定性的作用。

该教材本着把好质量关的基本原则，立足英国、美国、中国、加拿大、澳大利亚等国的旅游市场和最前沿的旅游研究态势，编写十二个单元，即旅游、生态旅游、地质旅游、乡村旅游、绿色旅游、体育旅游、岛屿旅游、沙漠旅游、文化旅游、医疗旅游、宗教旅游、可持续旅游。每个单元包括 Learning Outcomes & Objectives、New Words and Expressions、Happy Reading

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<sup>①</sup> <https://www.wttc.org>.

Moment、References 四个部分，其中 Happy Reading Moment 是每个单元的核心，内容涵盖 Definition、Test Yourself、Group Brainstorm、Conversations、Exam Focus、Key to Exam 六个板块，内容丰富多样，从个体阅读和启发思考，到二人对话和小组讨论，再到焦点测试与答案检测，集理论深度与实践广度为一体，理论性、趣味性和启发性很强，能提高学生的旅游理论研究能力、语言表达能力和英语交际能力，培养既懂旅游知识又能熟练使用英语的复合型人才。

该教材在英语顾问的严格校正和监督下得以完成，每个单元使用纯正地道的英语语言表达、旅游理念前沿、旅游信息量大、旅游种类齐全、图文并茂，适合高校本科生、研究生和教师使用以及旅游英语爱好者学习和探索。每个单元附有大量宝贵的外文参考文献，可供师生查阅相关旅游学术资料 and 做科研工作。一部教材的编写，凝聚着编委和文献作者以及出版社编辑等工作人员的心血，旨在倾囊传承宝贵的知识财富。诚挚感谢各位编委和文献作者！衷心感谢出版社编辑等工作人员！敦厚为存心，崇礼为致知，此皆百密一疏。编者知识有限，惶恐难免疏漏，敬请读者斧正。

杨 红

写于澳大利亚詹姆斯库克大学<sup>①</sup>图书馆

2018年6月6日澳大利亚寒冬

<sup>①</sup> 詹姆斯库克大学是澳大利亚第一所旅游院校。

Not surprisingly, then, tourism in Boston does not stand far apart from the city's other commercial, cultural and recreational activities; to a great extent then it is absorbed into the daily life of the city.

Ehrlich and Dreier (1999:157)

Ehrlich, B. and Dreier, P. "The New Boston Discovers the Old" in D.R. Judd and S.S *Fainstein* (eds) *The Tourist City* [ M ] . New Haven CT: Yale University Press, 1999: 157.

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Yang Hong	Unit 1 – Unit 6
Zhang Yujia	Unit 7 – Unit 9
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All the photos used in this book are offered by Yang Hong

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# Unit 1 Tourism

## 旅 游

### Learning Outcomes & Objectives

After completing this chapter, the reader should be able to:

- define the term “tourism”
- identify the categories of tourism
- describe characteristics of tourism

### New Words and Expressions

1. breach: means a hole that is made in a wall or in another structure being used for protection during an attack; or an act of breaking a law, promise, agreement, or relationship 突破口; 违反 . noun. UK /bri:tʃ/; US /bri:tʃ/

2. contrast: means an obvious difference between two or more things 对比 .noun. UK /'kɒntrɑ:st/; US /'kɑ:ntræst/

3. contributory: used to refer to something that you contribute to 奉献的 . adjective.

UK /kən'tribjətəri/; US /kən'tribjətəri/

4. denote: to represent something 表示; 指示 . verb. UK /di'nəʊt/; US /di'noot/

5. dialectical: means a way of discovering what is true by considering opposite theories 辩证法; 辩证的 . Noun & adjective. UK /,daɪə'lektɪk/; US /,daɪə'lektɪk/

6. discipline: means training that makes people more willing to obey or control themselves, often in the form of rules, and punishments if these are broken, or the behavior produced by this training 纪律 . noun. UK /'dɪsəplɪn/; US /'dɪsəplɪn/

7. distinguish: to notice or understand the difference between two things, or to make one person or thing seem different from another 区分; 分辨 . verb. UK /di'stɪŋgwɪʃ/; US /di'stɪŋgwɪʃ/

8. ecotourism: means the business of organizing holidays to places of natural beauty in a way that helps local people and does not damage the environment 生态旅游 . noun. UK /'i:kəʊ,tʊərɪzəm/; US /'i:kou,tʊrɪzəm/

9. epistemology: means the part of philosophy that is about the study of how we know things 认识论 . noun. UK /i,pɪstə'mɒlədʒi/; US /i,pɪstə'mɑ:lədʒi/

10. farmhouse: means the main house on a farm where the farmer lives 农舍 . noun. UK /'fɑ:mhaʊs/; US /'fɑ:rmhaʊs/

11. gastronomic: means preparation and consumption (= eating) of good food 美食的; 烹饪的 . adjective. UK /,gæstrə'nɒmɪk/; US /,gæstrə'nɑ:mɪk/

12. herald: to be a sign that something important, and often good, is starting to happen, or to make something publicly known, especially by celebrating or praising it 预示; 宣布 . verb. UK /'herəld/; US /'herəld/; a sign that something will happen, change, etc. 预兆 . noun. UK /'herəld/; US /'herəld/

13. integrate: to mix with and join society or a group of people, often changing to suit their way of life, habits, and customs 融入; 融为一体 . verb. UK /'ɪntɪgreɪt/; US /'ɪntəgreɪt/

14. mediterranean: also the Mediterranean Sea, informal the Mediterranean, means the sea surrounded by southern Europe, North Africa, and Western Asia 地中海

海 . noun. UK /,meditər'einiən/; US /,medətər'einiən/

15. haul: means a journey, often a difficult one 旅程 . noun. UK /hɔ:l/; US /hɑ:l/; to pull something heavy slowly and with difficulty (用力) 拉; 拖(重物) . verb. UK /hɔ:l/; US /hɑ:l/

16. phenomenon: something that exists and can be seen, felt, tasted, etc., especially something unusual or interesting 现象 . noun. UK /fə'nɒminən/; US /fə'nɑ:məna:n/

17. rationality: the existence of reasons or intentions for a particular set of thoughts or actions; reason 合理性 . noun. UK /,ræʃə'næliʃi/; US /,ræʃə'næliʃi/

18. resort: a place where many people go for rest, sport, or another stated purpose 度假胜地; 旅游胜地 . noun. UK /rɪ'zɔ:t/; US /rɪ'zɔ:rt/

19. spa: a place where people go in order to become more healthy, by doing exercises, eating special food, etc. 温泉疗养地; 温泉浴场 . noun. UK /spa:/; US /spa:/

20. transgression: means an action that breaks a law or rule 违反; 犯罪 . noun. UK /trænz'greʃən/; US /trænz'greʃən/



## Happy Reading Moment

### I. Definition of Tourism

The definition of tourism can vary during the different periods. Tourism is a significant drive of economic growth worldwide. Tourism nowadays becomes a global competition between countries and regions. Different people may have different views on tourism, some better-known definitions of tourism are as follows:

Tourism means the sum of the phenomena and relationships arising from the travel and stay of non-residents in so far as they do not lead to permanent residence and are not connected with any earning activity (Hunziker, 1951: 12). Tourism denotes the temporary short-term movement of people to destinations outside the

places where they normally live ( Buckart and Medlik, 1974: v ) . Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to care to their need ( Mathieson and Wall, 1982:1 ) .

Tourism means the set of ideas, the theories or ideologies, for being a tourist and...the behavior of people in touristic roles, when the ideas are put into practice ( Leiper, 1990: 16 ) . The geographers Shaw and Williams ( 1994: 5 ) and urban sociologists Judd and Fainstein ( 1999: 16 ) adopt the formal definition preferred by international organizations such as the World Tourism Office, that “tourism includes all travel that involves a stay of at least one night, but less than one year, away from home” .

Moreover, tourism is the sum of the phenomena and relationships arising from the interaction among tourists, business suppliers, host governments, host communities, origin governments, universities, community colleges and non-governmental organizations, in the process of attracting, transporting, hosting and managing these tourists and other visitors ( Weaver and Opperman, 2000:3 ) . Almost all definitions of tourism identify one or two things that can distinguish it from other activities: first, it involves travel away from an individual’s home environment; second, it consists of the exposure of individuals to activities and places that are different and unusual ( critical here is a necessary contrast between the familiar and the unfamiliar ) ( Franklin, 2003: 28-29 ) .

## **II. Test Yourself**

### **Do You Know Categories of Tourism?**

Before reading the following paragraphs, test yourself: how much do you know about the categories of tourism? And have you ever read any books or articles about tourism categories? Do you agree with the following ideas?

Tourism is an interesting topic, but people might possibly know little about

the categories of tourism. How about you? Would you please test yourself about the categories of tourism? Academically speaking, the categories of tourism, known as “special-interest tourism”, have been developed. These categories are developed by grouping similar types of tourism experience, attraction or activity together. Some of the more common types of special interest tourism are geotourism, ecotourism, cultural tourism, adventure tourism, mass tourism, rural tourism, spa tourism, heritage tourism, nature tourism, event tourism, and industrial tourism ( Collier, 2008: 59 ) .

In this course book, the categories of tourism focuses on cultural tourism, religious tourism, geotourism, ecotourism, green tourism, rural tourism, island tourism, medical tourism, sports tourism, desert tourism and sustainable tourism. Croce and Perri ( 2010: 7 ) points out that there are obviously numerous types of tourism or travel as follows:

- Singles, groups, couples, friends, colleagues, children, young people, adults, and the elderly travel;
- Independent travel and organized travel;
- Short breaks, long breaks, holidays, in season and out season travel;
- Resorts, spas, farmhouses, hotels, B&Bs, historic sites travel;
- Car travel, train travel, coach travel, motorbike travel, cycling travel, horse-riding travel, walking travel and sailing travel;
- School trips, business trips, trade fairs trips, farm trips, shopping trips, workshops;
- Seaside tourism, art tourism, event tourism, social tourism, religious tourism, sports tourism, beauty tourism, health tourism, medical tourism, gastronomic tourism, and so on;
- Now the current boom in gastronomic tourism is also a demonstration that the significant attributes that are given to food in the Western world have grown in correspondence with the changing lifestyles and living standards. Gastronomic

tourism, also called food and wine tourism seems to have become a trend talked by everyone nowadays ( Croce and Perri, 2010: 7 ) .

### III. Group Brainstorm

#### Discuss the Characteristics of Tourism

Work in pairs to discuss the characteristics of tourism. Different people may have different ideas. Everyone may have his or her own opinion. Tourism involves different characteristics from different points of view. Try to give opinions about your group brainstorm.

#### Topic 1: Discuss the First Characteristic of Tourism

**Suggested Ideas:** Tourism derives from the condition of life in modernity and the experience of modernity not an escape from it.

#### Topic 2: Discuss the Second Characteristic of Tourism

**Suggested Ideas:** Tourism is more than travel; tourism is more about the accessibility of novelty and the modern world generally.

#### Topic 3: Discuss the Third Characteristic of Tourism

**Suggested Ideas:** tourism is consumerism in a globalizing modernity.

#### Topic 4: Discuss the Fourth Characteristic of Tourism

**Suggested Ideas:** Tourism is an embodied experience not simply a visual experience. Consumption, identity, belonging and social order work on and through the body, as do their opposites, freedom, transgression and disorder. As consumption is an expressive activity in modernity, tourism tends to be always expressive or performative. In these ways, tourism as leisure is never simply rest, relaxation and pleasure. It always operates inside a political and moral context. A lot of scientific work, political speeches, public debates and legal cases took place before people could routinely lie semi-naked on a beach.

#### Topic 5: Discuss the Fifth Characteristic of Tourism

**Suggested Ideas:** Tourism is not only a way of accessing the world, it is

increasingly an important means of locating ourselves in it. In a migrant modernity most people are living away from home viewing their home after the manner of tourists, equally among those people and places “left behind” in less migratory flows, tourism often steps in to provide work and a future. As it does so it sifts through people’s pasts and often for the first time, seeks to stamp a cultural identity on the landscape offering a history to those whom official history chose to forget ( Franklin, 2003: 26 ) .

#### **IV. Conversations**

##### **About Tourism Education**

**Candidate 1:** What does tourism education mean?

**Candidate 2:** Tourism education, that is the act or process of imparting knowledge of this mutual relationship and the factors that change it, it is key to understanding the evolution of tourism phenomenon ( Theobald, 2005: 485 ) .

**Candidate 1:** How many phases did tourism education evolve through?

**Candidate 2:** Tourism education evolved through the “Pioneer Phase” , the “Rationality Phase” , and recently, entered the third phase of “Value-Adding Partnership Networks” ( Theobald, 2005: 485 ) .

**Candidate 1:** Do you know the “Pioneer Phase” ?

**Candidate 2:** The “Pioneer Phase” means the time from the 1940s to the 1970s. Professors Hunziker and Krapf started their investigations in tourism research and education in Switzerland during the 1940s and are recognized as early pioneers of tourism studies ( Kaspar, 1994: 26 ) . The Tourism Education and Training in Western Europe serve as an important reminder that tourism education in the 1970s was primarily educator driven ( Lawson, 1974: 82 ) .

**Candidate 1:** How about the “Rationality Phase” ?

**Candidate 2:** The “Rationality Phase” refers to the 1980s–1990s. The tourism education of this period was heralded by coedited review of the state of the art of the

rapidly expanding field of tourism education ( Jafari and Ritchie, 1981 ( 1 ) : 13-34 ) . It shifted the focus of tourism education from the pragmatic to the academic level, e.g. trying to place tourism in a broader context and identify major concerns before defining tourism education and curriculum content;to examine alternative disciplinary approaches to the study of tourism ( Theobald, 2005: 486 ) .

**Candidate 1:** What do you think of the third phase?

**Candidate 2:** The “Phase of Value-Adding Partnership Networks” ( Turn of the Century Onward ) is the third period of tourism education represents an epistemological shift toward dialectical, relational and integrative approaches in a global context. The latter builds on “contributory disciplines” ( Hall, 1998 ( 1 ) : 1 ) , away from “traditional positivist methods that were blinding scholars” ( Echtner and Jamal, 1997 ( 4 ) : 868-884;Ryan, 1997 ( 1 ) : 3-5.

## V. Exam Focus

### About Mass Market Tourism

Please translate the following excerpts about Mass Market Tourism ( Holloway and Humphreys, 2012: 61 ) into Chinese.

1. Mass market tourism to southern European resorts can be said to have entered a period of maturity by the 1980s.

2. Although still showing steady growth, expansion was not on the scale found between the 1950s and the 1970s.

3. Short-haul travel was changing geographically, with tourists seeking new resorts and experiences.

4. Portugal, having an Atlantic rather than a Mediterranean coast, wisely kept an upmarket image for its developments in the Algarve, while the Canaries, being within the crucial four hour’s flying time from northern European airports, were the closest destinations to offer guaranteed warm winter sunshine and prospered from their year-round appeal.

5. Other rather more exotic destinations attracted the upmarket winter holidaymaker. Tunisia, Morocco, Egypt and Israel pitched for the medium-haul breach markets.

6. As prices rose in the traditional resorts, tourists moved on to cheaper, and less developed, destinations still close at hand.

7. Turkey, seen as cheap and mildly exotic — boomed in the 1980s, proving an attractive alternative to Greece.

8. Then the Yugoslavian Adriatic Coast provided charming architecture and cultural attractions in its seaside resorts, although good sandy beaches were missing.

9. Malta had always had an appeal with the more conservative British tourist, but Crete and Cyprus began to attract larger numbers.

10. Spain woke up to the despoliation of its resorts and made efforts to upgrade them, especially on the island of Majorca and in popular coastal towns such as Torremolinos (Holloway and Humphreys, 2012: 61).

## VI. Key to Exam

1. 到南欧度假胜地的的大众市场旅游可以说是在 20 世纪 80 年代进入了一个成熟期。

2. 虽然增长仍然保持稳定，但其扩张并不发生在 20 世纪 50 年代到 70 年代之间。

3. 随着游客寻求新的度假胜地和体验，短途旅游正在发生地理上的变化。

4. 葡萄牙拥有大西洋而不是地中海沿岸，睿智地保持了其在阿尔加维旅游发展的高端形象。而距离北欧机场至少四个小时飞行的加那利群岛则是最能保证温暖的冬季阳光的最佳目的地，并且从全年的阳光吸引力中获益匪浅。

5. 其他更具异国情调的目的地吸引了高端的冬季度假者。突尼斯、摩洛哥、埃及和以色列为中程（旅途）市场突破口。

6. 随着传统度假村价格的上涨，游客开始转向价格更便宜但不太发达的目的地。