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Part I

Guidance to Tourism

In the space of a few decades, tourism has become one of the major cultural and economic forces in the world today. With new methods evolving to serve the consumers in better ways, the tourism business was operated from a small way to the worldwide today. Modern transportation means, telecommunication facilities and Internet have enabled tourists to travel in different places and in large scales. Traveling has become a sort of high-class consumer activity. Then, what does tourism mean? Though there are different definitions of tourism both conceptually and technically, people have reached an agreement that tourism is a sum of phenomena and relationships of society, culture and economy. In addition, more and more new types of tourism have emerged to meet with the higher demands of tourists.

China is a country with over 5 000 years' history. In the long process of development, the Chinese people have created and accumulated rich tourist resources. These prove to be numerous treasures for the travel industry. The knowledge of history in Chinese tourism is worthwhile for any student or staff in this field, not only as a matter of academic interest, but as a matter to be learned and used for their careers.

Further development of reform and opening up has brought about more and more international cultural and economic exchanges. Foreign visitors, businessmen and overseas Chinese have been coming to China for either sightseeing or investment. This proves a challenge for the staff whose responsibility is to serve the visiting customers. Any civilized nation pays much attention to etiquettes, which is often regarded as a criterion for civilization. As far as an individual is concerned, etiquettes or amenities are viewed as yardsticks for his or her morality and culture. Thus, good qualities and etiquettes are an indispensable part of the jobs within tourism.

Unit 1 ►►

Introduction of Tourism

Definition of Tourism

With the development of global economy and the improvement of people's living standard, tourism has played a more and more important part in people's daily life, and "travel" has become a household word. However, so far not one definition of tourism has gained universal acceptance. Many people believe that tourism is a service industry that takes care of visitors when they are away from home. Some restrict the definition of tourism by the number of miles away from home, overnight stays in paid accommodations, or travel for the purpose of pleasure or leisure. Others think that travel and tourism should not even be referred to as an industry.

Professor Hunziker and Krapf of Burne University in Switzerland made one of the first attempts in 1942 to define tourism as "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 to any earning activity."

A working party for the proposed Institute of Tourism in Britain (which later became the Tourism Society) reported in 1976 that "tourism is 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 visits or excursions."

Mcintosh and Goeldner (1986) think that "tourism can be defined as the science, art, and business of attracting and transporting visitors, accommodating them, and graciously catering to their needs and wants." They also introduce the notion that tourism is interactive in that they believe that "tourism may be defined as the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments, and host com-

munities in the process of attracting and hosting these tourists and other visitors.

Shames and Glover (1989) note that the “service experience” of tourism is a “social experience”, and as such involves “human interaction” whose “nature or form is determined by the culture or cultures of the interacting individuals”.

In 1991, the World Tourism Organization (WTO) and the Government of Canada held an important conference in Ottawa, Canada, which was attended by delegates from 90 countries as well as international organizations. In this conference, tourism was defined as “the activities of a person traveling to a place outside his or her usual environment for less than a specified period of time whose main purpose of travel is other than the exercise of an activity remunerated from within the space visited. ”

From the above definitions, we can see no matter what different understandings or definitions they have of tourism, there seems to have something in common: traveling is a kind of temporary and non-residence activity of the tourists with a certain purpose, and tourism reflects a social phenomenon. However, looking back to the history of tourism and the trend of its rapid development in modern times, we find that tourism is more than a social phenomenon. It is also phenomena of culture and economy. Human beings have various needs, but what we mean by a need? Abraham Maslow once grouped human needs into a hierarchy, suggesting that the more fundamental needs have to be satisfied before we seek to satisfy the higher level needs. Similarly, Friedrich Engels, the great German philosopher, economist and revolutionary once classified human needs into three levels: the need for existence, for enjoyment and for development. Only when the basic need for existing is satisfied will people have the need for enjoyment both spiritually and physically, with more for broadening one’s horizons and enriching one’s knowledge. In other words, the need or desire for travel comprises the cultural background of tourists’ motivation. It covers cultural qualities of tourists themselves as well as the cultural environment of tourist destinations. With the need for cultural development, people have the motivation to travel outside. On the other hand, the development of social productivity and the rise of people’s consuming standards have resulted in the increasing amount of their disposable income, long-term leisure time and travel motivation. When the motivation transforms

into actual travel activities, tourism can provide tourists with service of high quality in transportation, accommodation, food, sightseeing, shopping and entertainment. The relationship between demand and supply is a kind of economic phenomenon. Therefore, we can conclude, while leaving the conceptual discussion to the academics, that tourism is the sum of phenomena and relationships of society, culture and economy, which arises from the non-residential travel or temporary stay by the travelers.

Special Types of Tourism

Tourism began with the building of the railroads in the 19th century. In fact, the words “tourism” and “tourist” themselves were not used for the first time until about 1800. The first tour in the modern sense was put together by Thomas Cook in England in 1841, and the firm of Thomas Cook and Sons has remained one of the prominent names in the tourist industry.

With the larger scales of tourist activities and the further development of tourism, there have emerged more types of tourist activities. We don't have a definite standard of classification since tourism is a kind of complicated social phenomenon which has radiated into broader fields in politics, economy, science, culture, religion and so on, but we can know different types according to different tourist situations. The classifications are generally made by regions, tourist resources, social features, tourist purposes etc. According to the traveling regions, there are international travel (tourist travel between two or more countries), internal travel (tourist travel within the same country of which the tourist is a resident. This is also called domestic tourism), around-the-world travel and interregional or interstate travel etc. In the form of organizing a tour or social features, there are group tourism, family tour and independent tour etc. ; In terms of distance, there are long distance travel and jaunt or excursion (a trip away from a person's usual place of residence for less than twenty-four hours, although weekend trips are often classified as excursions). By the motivation and purpose, there are business tour, sightseeing tour, health tour, ethnic tour, religion tour, recreational tour so on and so forth. Besides, there are package tour and non-package tour according to price-setting standard; and mountain tour, seaside tour, hot spring tour. based on the tourist resources. However, some special types of tourism are also put forward as the further de-

velopment of visitor attractions and research of tourist markets have been done on.

First, there are many terms for tourism in the countryside, including rural tourism, agricultural tourism, ecotourism, green tourism and agrotourism.

► **Rural tourism** This alternative to traditional mass tourism allows travelers to visit areas outside of urban areas. Nowadays, an increasing number of farm businesses are opening their doors to visitors. Farm tours, farm-based Bed and Breakfast operations, farm vacations, seasonal festivals, and other forms of rural tourism are attracting growing numbers of local, regional and even international visitors.

The way in which rural tourism is organized and the forms it takes vary from country to country. In some countries, the government or cooperative movement is the main source of investment. In others it is private enterprise. In Indonesia, rural tourism has been developed mainly in the plantation areas of Sumatra and Java. Visitors stay in hotels, but visit farms to see activities such as rice planting or rubber tapping. In Japan, the most common type of farm tourism is the farm inn, which offers accommodation and usually meals. Korea offers tourism farms, developed by a group of more than five farm households, and home-stay villages near tourist resort areas. In Malaysia, the government has provided most of the funding for more than 30 agrotourism centers. These are intended for education as well as recreation. Sometimes rare plants or animal species are the main attractions, sometimes traditional foods, handicrafts or historic buildings. A European example of well-developed rural tourism is France. Camping and caravans are the most popular form of accommodation in rural areas, many of them on farms. Many farmers have developed camping sites on their farms. Other farmers prefer to invest in various kinds of short-term rental houses known as “gîtes”. In the beauty of the British countryside, a temperate climate, with frequent precipitation, provides visitors with the richness of green fields and abundant woodland which, coupled with rolling hills and stretches of water, make up the idyll that is the quintessential rural scenery of the British isles.

► **Ecotourism** One of the most promising types of tourism is ecotourism. Undoubtedly tourism has great positive impacts on economy, society, culture and environment, at the same time, the environmentally erosive quali-

ties of tourism have become a subject of worldwide concern. Thus, concepts such as ecotourism, sustainable development and green tourism etc. have been proposed. In 1992, the Ecotourism Society defined ecotourism as “purposeful travel to natural areas to understand the culture and natural history of the environment, taking care not to alter the integrity of the ecosystem, while producing economic opportunities that make the conservation of natural resources beneficial to local people.” The United Nations declared 2002 as the “International Year of Ecotourism”, aiming at building environmental awareness, promoting the principles of sustainable tourism, conservation of nature, economic benefit to local peoples, respect for cultural diversity and understanding between peoples. Properly defined, ecotourism is travel to fragile, pristine, and usually protected areas that strives to be low impact and usually small scale. It helps to educate the traveler; provides funds for conservation; directly benefits the economic development and political empowerment of local communities, and fosters respect for different cultures and people-to-people understanding.

In contrast to mass tourism, ecotourism permits tourists to seek educational self-fulfillment in the form of travel, and tries to transform that activity into something that benefits the greater good——specifically, to fund environmental preservation, rural development, and even cultural survival. Ecotourism also promotes feelings among tourists that they are part of the solution when, in fact, the very act of flying a thousand miles or more to their destination consumes resources and pollutes the environment (Somerville: 1994). Now ecotourism is “widely promoted as a win-win development strategy for underdeveloped rural areas” (Place 1995:162),

Apart from terms for tourism in the countryside, there are also some terms for tourism in the city, such as urban tourism, MICE, theme parks tourism and so on.

► **Urban tourism** Tourism in large cities is called as urban tourism, upon which the development of national tourism is largely based. Visitors are increasingly attracted to towns and cities. As the tourist attractions of the urban destinations become more widely recognized, there are more and more visitors to towns and cities. In 1996, the Green Tourism Association conducted an in-depth feasibility study for the green tourism. They defined urban green tourism as travel and exploration in and around a city. It provides visitors and

residents with a greater appreciation of a city's natural and cultural resources, encourages respect and conservation of urban resources and cultural diversity, celebrates local heritage and arts, benefits the city's ecological health, inspires physically active, intellectually stimulating and socially interactive experiences, supports local economies and communities, and it is accessible and equitable to all. China is fortunate in that most incoming visitors have as their motivation the desire to see the country's heritage, much of which is found in the urban areas. Apart from Beijing and its myriad attractions, architecturally, historically and culturally, the cities of Xi'an, Nanjing, Dalian, Guilin, Suzhou etc. have formed a clear-cut image in the public eyes.

► **Theme parks** It is not surprising that purpose-built theme parks are the major attractions for tourism, receiving the greatest number of visitors. Theme parks are oriented to particular themes, such as history, adventure, unusual geographic places, fantasy, futurism, cartoon stories, legends and fairy tales, or a combination of these in one park, and offer simulated experiences, shows, thrill rides, shopping, and a variety of restaurants and snack bars in a clean and controlled environment. Best known of the theme parks are Disneyland in Anaheim, California and Disney World in Orlando, Florida. A Disneyland has been constructed in Tokyo, and Euro-Disney near Paris is the largest theme park in Europe. The four Disney parks were attracting well over 80 million visitors by the end of the 1990s. Disney has since opened a further park adjacent to its Anaheim site in California, entitled California Adventure, to enhance the appeal of its first Disneyland complex. In Europe there are some 225 parks represented by Euro-parks, the European Federation of Amusement and Leisure Parks, which were together attracting around 160 million visitors by the end of last century. Jakarta, Indonesia, has developed a smaller theme park based on Disney concepts and the technology. Theme parks have become increasingly popular all over the world.

Besides some types of tourism like culture tourism, online tourism, incentive tourism etc. are still popular both at home and abroad.

► **Culture tourism** Culture tourism is one of the fastest growing sectors in the travel industry. It is also the travel industry's term describing travel and visitation activities directed at an area's arts, heritage, recreational and natural resources. Although it is not a new phenomenon in the U. S. , (tourists have

come to America for decades), it is a new way of connecting with visitors eager for a cultural excursion. These multi-cultural and multi-generation visitors make destination choices related directly to a region's performance, artistic, architectural and historical offerings. The features of cultural travel and trips lie in the purpose of learning, which helps develop one's sophistication, broaden the scope of interests and entertain. Cultural tourism is based on the mosaic of places, traditions, art forms, celebrations and experiences that portray a nation and its people, reflecting the diversity and character of the place. As Garrison Keillor described cultural tourism, "It's what tourism is people don't come to America for our airports, people don't come to America for our hotels, or the recreation facilities. They come for our culture: high culture, low culture, middle culture, right, left, real or imagined—they come here to see America." Where a place is popularly identified with an author or artist, tourist interest follows automatically; where the link is less well established, it can still be built upon. China is a country with long history and brilliant culture, culture tourism is another hot topic in the nation's tourist industry.

► **Online tourism** Tourism today involves the cooperation of Interrelated Business Organizations that direct tourists to every area of the world, managing all the components of the journey. However, in the traditional field of the tourism, consumers had spent a lot of the time searching a destination, hotel and other facilities. In addition, they had to come to visit the travel agencies or communicate with the travel agencies through the phone to talk about details. This is not only time-consuming but also probably is confusing something, since it often leads the consumer to make the wrong choices of the destinations and facilities. In recent years, the rapid evolution of the electronic commerce through the Internet brings the great opportunities to tourism industry. Online tourism is a big revolution of the tourism industry. Nowadays information technology is having a fundamental and far-reaching impact on the way. Travel is marketed, distributed, sold and delivered simply because the real business behind travel is information. By the booming of the e-commerce several years ago, the online tourism web sites have the features to provide the online reservation and ticketing systems which enable the consumers to book a ticket on a flight / train, rent a car, book a hotel and so on through the internet. Compared with the traditional tourism services, online tourism is more

flexible, convenient and more concerned for the consumers. In addition, by the development of the multimedia information, such as video clips, audio, animation flash or photos, the tourists are able to have a virtual tour online. With a world population of some six billion, this is a very rosy prospect.

Supplementary Reading

A General Survey of Hunan

Located south of the middle reaches of the Yangtze River, Hunan covers a total area of 210 000 square kilometers. It is named “Hunan” because the bulk of its territory lies to the south of the Dongting Lake. It is also called “*Xiang*” for short, as Xiang River, the longest river in the province, runs through south to north. “*San Xiang Si Shui*” are often used as a substitute of Hunan, because *Sishui*——the four rivers, namely, Xiang, Zi, Yuan and Li rivers, fed by over 5 000 tributaries, flow into the Dongting Lake, while Sanxiang refers to the Lixiang (漓湘), the Xiaoxiang (潇湘) and the Zhengxiang (蒸湘). Besides Hunan has also got another appellation (称呼)——the Land of Lotus Blossoms, since the Xiang basin and the areas around the Dongting Lake are planted with abundant lotuses. In a Tang poem: “The autumn wind blows across the vast land of lotuses”. Mao Zedong, the first president of P. R. China, once wrote in his poem a well-known sentence: “I am lost in dreams, untrammelled dreams of the Land of Lotus Blossom glowing in the morning sun. . .”

Hunan prides itself on its rich tourist resources, both natural and historical. Five thousands years of history in Hunan has endowed the land of 210 000 square kilometers with rich cultural relics. Yueyang Tower, standing by the Yangtze River, remains with uniqueness. Yuelu Academy erects steadily with its ancient gracefulness. Tomb of Yandi and Shundi, Xiangzi Temple (相子寺) and Tombs of Wangbao from Mawangdui have shown even a longer history of Hunan. Nature has made Hunan a fantastic land of beauty. Zhangjiajie, located on the western part of Hunan, a key scenic area in China, also known as the treasure of the country, has been listed as a heritage of nature of the world by the United Nations. It is well named by tourists both from

home and abroad as “labyrinth(迷宫) of the nature” and “an enlarged potted landscape and a mini fairy land.” Taohuayuan, Mengdong River, Dongting Lake, Langshan Mountain, and landscape of west Hunan are full of picturesqueness and folklore. Mount Hengshan, one of the five well-known mountains in China, left people with unforgettable impressions.

In the long history of development, Hunan witnessed large numbers of outstanding personages. Zhou Dunyi, a noted philosopher and pioneer of the Li Studies, a Confucian school of idealist philosophy, of the Song Dynasty, was a native of the Dao Prefecture (辖区). Li Dongyang, Minister of Rites and Great Scholar in the Ming and Qing dynasties, came from Hengyang. Huang Xing, Cai E, Liu Daoyi and Tan Sitong all performed distinguished deeds that will live forever in history. Since the May 4th Movement and particularly in the period of the New Democratic Revolution, Hunan was the cradle of revolution and one of the places where workers and peasants movements developed most vigorously. Mao Zedong, Liu Shaoqi, Ren Bishi and other statesmen, strategists, men of letters and artists made indelible contributions to Chinese revolution and construction.

(Excerpted from “Guide to Foreign-Related Tourism of Hunan”)

New Words ►►

accommodation *n.* 膳宿供应
 animation *n.* 活泼
 booming *n. & adj.* 急速发展(的)
 caravan *n.* 大篷车
 cater (to) *v.* 满足(某种需求)
 delegate *n.* 代表
 destination *n.* 目的地
 disposable *adj.* 可自由支配的
 empowerment *n.* 授权
 erosive *adj.* 侵蚀性的、腐蚀性的
 flash *n.* 动画编辑
 household *n. & adj.* 家庭、户, 家常的、普通的
 idyll *n.* 田园诗

independent tour 散客旅游
 integrity *n.* 完全、完整性
 interactive *adj.* 相互作用的
 mosaic *n.* 镶嵌工艺
 motivation *n.* 动机
 precipitation *n.* 降雨量
 pristine *adj.* 质朴的
 package tour 包价旅游
 quintessential *adj.* 精髓的、典范的
 radiate *v.* 辐射、传播
 remunerate *v.* 酬报
 rental *adj.* 租用的
 rubber tapping 割胶
 Sumatra 苏门答腊岛 (在印尼西部)

virtual *adj.* 虚拟的

Notes ►►

1. “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 to any earning activity.”: “旅游是非定居者的旅行和暂时居留而引起的现象和关系的总和。这些人不会导致长期定居,并且不从事任何赚钱的活动。”该定义也称为“艾斯特”(Aiest)定义。
2. Tourism Society: (TS) 英国职业旅游协会
3. “the activities of a person traveling to a place outside his or her usual environment for less than a specified period of time whose main purpose of travel is other than the exercise of an activity remunerated from within the space visited.”: “旅游是指一个人旅行到他或她通常环境以外的地方,时间少于一段指定的时段,其主要目的不是为了在所参观的地区获取经济效益的一种活动。”
4. Abraham Maslow: 亚伯拉罕·马斯洛提出的需求层次理论。人的五个层次需求为:生理需求、安全需求、爱的需求、受尊重的需求和自我实现的需求。
5. disposable income: 可自由支配收入。指除去必要的日常开销如住宿、饮食、教育等,收入的剩余部分可由个人随意使用。发达国家国民的可自由支配收入,大部分用于旅行、消费等,而不是存入银行。
6. Thomas Cook: 托马斯·库克。于1841年率先在英国组织了第一次团队旅游,并于1865年创办了世界上第一家旅行社——通济隆旅行社。由于他在旅游方面的贡献,被誉为近代旅游业的创始者。
7. benefit the greater good: 获取更大的利益
8. ... alternative to : 替换……的事物
9. farm-based bed and breakfast operations: 在农场提供床位与早餐的(乡村旅游)经营方式。
10. gîtes: house or cottage in France which can be rented for self-catering holidays. 住所(在法国的房屋、别墅,可以租用以便自炊式度假)
11. ... the richness of green fields and abundant woodland, coupled with rolling hills and stretches of water, make up the idyll that is the quintessential rural scenery of the British isles: 绿意葱葱的田野,枝繁叶茂的森林,绵亘起伏的群山,平稳宽阔的海水,勾勒出一幅不列颠群岛美妙绝伦的田园风光画。
12. incentive trip(奖励旅游): A trip offered by an organization, usually a business firm, to reward successful effort or to induce an employee to make a great

ter effort. 向做出贡献的人,提供免费或减价机票的旅行,如增加了销售额的推销员

incentive fare(为奖励旅游团实行的)奖励折扣票价

staff incentives 职工福利措施(如高工资,优越的工作条件等)

incentive commission (运输公司、旅馆等给旅行社的)折扣佣金

13. MICE: 在国际旅游市场上,会议、展览、奖励旅游是一个相对独立的细分市场,简称 MICE (Meeting, Incentive, Conference, Exhibition)。即“会展旅游”(tourism of convention exhibition),它是由于各种类型的会议、博览、展览等各类举办活动而产生的一种旅游产品,是都市旅游的一个重要部分。

14. be oriented to: 以……为目的;定位于……

15. Disney theme park: 1955 年,以美国著名漫画家沃尔特·迪斯尼(Walt Disney 1901 -1966)创作的卡通人物米老鼠(Mickey Mouse)、唐老鸭(Donald Duck)和普鲁托狗(Pluto)为主题,在美国加州洛杉矶近郊的阿纳海姆建立了世界上第一座迪斯尼游乐园。

16. be adjacent to: 与……相邻

17. be identified with: 与……有关系

Tips on Writing ►►►

Letter of Application

There are many kinds of letters: letter of application, letter of recommendation, letter of complaint, letter of invitation, letter of thanks etc. We should choose the proper way of expressing, such as phrase, patterns, tones, etc. according to the real situation.

Letter of application for tour includes four parts:

1. The purpose of the tour
2. The personal information or qualifications of the applicants
3. The basic requirements
4. The name and address of the applicants

Examples

Applying for information from travel agency

Dear Sir/Madam,

I should be very grateful for the information about entry to your country as a sightseer. I retired from my teaching post two years ago. I often watch TV program and read travel books about your country. I want to see the beautiful sites of historic interest and natural scenery with my own eyes. Though I am sixty years old, many people say that I look much younger than my real age. Before I make detailed preparation for the trip, I should get some necessary information about the travel routes, accommodation and expenses.

I look forward to hearing from you soon.

With best wishes.

Sincerely yours.

(signature)

Li Yong

102 Shuiximen St. 210008

Nanjing, Jiangsu Province

P. R. China

Exercises ►►

1. Questions for discussion:

- (1) What's your understanding of "tourism"?
- (2) What is the composition of the travel industry?
- (3) What do you think is the significance of ecotourism?
- (4) How do people make the virtual tour online?
- (5) Can you cite more new types of tourism?

2. Fill in the blanks with the information you learn in this unit:

(1) From the different definitions of tourism, we can learn that tourism is the sum of _____ and _____ arising from the _____ and _____ of tourists.

(2) Maslow's hierarchy of needs covers basic needs, _____, social needs, ego needs and _____.

(3) In 1841, _____ organized an excursion from Leicester to Loughborough, at a fare of one shilling return and made great success.