

Unit One

Text A

Motivations and Preparations for Travel

Travel has always been considered to be of help to increase one's knowledge and broaden one's view, mind and experience. With the rise of people's living standard and rapid development of the modern high - speed and inexpensive forms of transportation the travel and tourism industry is growing quickly. This growth is due to the fact that people have more disposable income and more leisure time available, and that they often see travel as an attractive leisure time activity, and that they are more in the mood for traveling. Nowadays people are spending more time and money on both internal and international tours.

People travel for a wide variety of reasons. It has been suggested that there be both internal and external motivating factors which influence the desire to travel. Internal factors, which motivate one by creating an internal desire to travel, are referred to as

“push” elements. For example, some people may travel out of curiosity, they just travel to experience new people, places and cultures; some people may travel for reasons of health, spas and health resorts may be destinations for these individuals. Likewise, the desire to take part in or view sports is an important motivator for many travelers. There are also some people who just travel for sightseeing or recreation or pleasure. They are often holiday tourists. And there are some others whose spiritual or religious concerns provide an incentive. Sometimes, even prestige traveling for the purpose of impressing others is a common reason for travel. When one desires to be the “first” to visit an exotic destination or to see sights made famous because of current news events. Prestige may be a primary factor in their travel decisions. External factors, which are determined by attractions of some specific area to a traveler are regarded as “pull” elements. Attractions of a specific area can include its culture, history and tradition. The geography, wildlife, entertainment, cuisine, and climate offered by the area can all interest travelers. Some people choose to travel in order to view the architecture of an area. Some people travel just to enjoy some dishes (for example, French Dish, Russian Dish, Chinese Dish and so on). Some travel to shop. There may be an interest in goods purchased in a special area (for example, Hong Kong suits, Irish crystal, Mexican leather goods and so on). Some people prefer to travel just for the sake of travel and may “collect” cities or countries in much the way that others collect stamps and coins. Some may travel around for business sake. They include businessmen, government officials on specific missions, as well as people

attending meetings or conventions. They must be at a specified destination at a specified time. There are many other factors affecting the destination and reason of people's travel. For example, travel increases when airfares decrease or when airlines price is in their competition for business to specified destinations. Pleasure travel is often dominated by cost concerns, out of which people may travel to places that give them the best value for their dollars.

No matter what kind of travel you're going to prepare for, it's advisable to make preparations early if you want to have a nice travel to a place. Before you leave for that place, you have a lot to prepare, such as a passport, a visa, a plane ticket, some traveller's checks or cash. Now many people use credit cards. Pleasure travel is not just for the rich or near rich anymore, thanks, in part, to the widespread use and acceptance of credit cards. Credit cards allow people to pay for their whole vacation transportation, accommodations, food, even shopping etc, or to pay for it later, a little at a time. In some ways, credit cards provide a "hassle free" source of money. They are more secure from theft than cash and more convenient than traveler's checks. If you're going to have a package tour organized by some travel service, it will be easier. You are only to finish the formalities for applications, and then the travel agency will do everything for you. Otherwise you'll do it all by yourself.

You should try to get ahead of time some materials about the places you're going to visit, for example, some maps or brochures, which will help you to get to know more and understand more about the places and the people there.

New Words

motivation [ˌməʊti'veiʃən] <i>n.</i>	动机, 动因
preparation [ˌprepə'reiʃən] <i>n.</i>	准备
broaden ['brɔ:dn] <i>v.</i>	使变宽, 扩宽
disposable [dis'pəʊzəbl] <i>a.</i>	可处理的, 可支配的
inexpensive [ˌɪnɪks'pensɪv] <i>a.</i>	价廉的, 不贵的
form [fɔ:m] <i>n.</i>	形式, 体裁
industry ['ɪndəstri] <i>n.</i>	行业
leisure ['leɜ:; 'li:ʒə] <i>n.</i>	空暇, 闲暇
available [ə'veɪləbl] <i>a.</i>	可用的, 有效的, 可得到的
variety [və'raɪəti] <i>n.</i>	变化, 多样
internal [ɪn'tə:nl] <i>a.</i>	内部的
external [eks'tə:nl] <i>a.</i>	外部的
refer [rɪ'fə:] <i>v.</i>	提到, 说到, 或涉及某人或某事
curiosity [ˌkjʊəri'ɒsɪti] <i>n.</i>	好奇心
spa [spɑ:] <i>n.</i>	疗养院
resort [rɪ'zɔ:t] <i>n.</i>	度假胜地
likewise ['laɪkwaɪz] <i>ad.</i>	同样地, 照样地, 也,
spiritual ['spɪrɪtʃuəl] <i>a.</i>	精神的, 心灵的, 宗教的
religious [rɪ'lɪdʒəs] <i>a.</i>	宗教的, 宗教上的
incentive [ɪn'sensɪv] <i>n.</i>	刺激, 奖励
prestige [pres'ti:ʒ, -ti:dʒ] <i>n.</i>	威望, 威信, 好胜, 影响力, (由于财富而产生的) 显赫
exotic [ɪg'zɒtɪk] <i>a.</i>	非本地的, 外来的, 醒目的, 吸引人的
cuisine [kwi(:)'zi:n] <i>n.</i> (French word)	烹饪
architecture ['ɑ:kitektʃə] <i>n.</i>	建筑

crystal [ˈkristl] <i>n.</i>	水晶
convention [kənˈvenʃən] <i>n.</i>	大会
dominate [ˈdomineɪt] <i>v.</i>	支配, 控制, 统治, 影响
accommodation [əˌkɒməˈdeɪʃən] <i>n.</i>	吃、宿的地方
hassle [ˈhæsl] <i>n.</i>	困难, 斗争, 争辩
formality [fɔːˈmælɪti] <i>n.</i>	(传统上的或法律上的) 手续, 例行公事
brochure [brɔːʃʊə] <i>n.</i>	(作介绍或宣传用的) 小册子

Phrases and Expressions

forms of transportation	交通工具
travel and tourism industry	旅游业
a package tour	(由旅行社代办的) 包价旅游

Notes

1. make preparations for 为……做准备

Example: I'm making preparations for an important meeting

2. to be of help: 意为: to be helpful

Example: Travel has always been considered to be of help to increase one's knowledge and broaden one's view.

3. out of curiosity 出于好奇

Example: I asked him of the reason just out of curiosity.

4. Sometimes, even prestige traveling for the purpose of impressing others is a common reason for travel. 有时, 有些人旅游的原因甚至是为了好胜。

5. In some ways, credit cards provide a "hassle free" source of money 在某些方面, 信用卡为支付提供了方便。

Text B

Letters

To prepare a nice trip, you need to do a lot of things before your departure. The following is all kinds of letters concerning the preparation of a trip.

1. To Passport Office

The Passport Officer,

Dear Sir,

I have completed and enclosed a form of application for issue of a U. S. A. passport. I have also enclosed photographs needed for the passport and a copy of my Identity Card.

I have something urgent to do in the United States and I am planning to leave in June. I'll be grateful if you can ensure that the passport is prepared and sent to me in good time to enable me to get the necessary materials for my visa.

Yours Sincerely

Wang Ling

2. To Visa Office

The Visa Officer

Dear Sir,

I enclose my application form for an entry visa. I have some urgent businesses to do in your country. I will be leaving on June 8 and arrive on June 10. I plan to stay there for about two weeks. I have business contact with the Henry Textile Company of New

York for about ten years. They will guarantee my financial security during my stay there and pay for all my expenses I may incur.

I enclose the following supporting documents:

(1) My passport

(2) A check for the visa fee of _____

(3) Letter of Henry Textile Company of New York

(4) A registered stamped, addressed envelope for return of the passport

Should you require any further information, and if you will let me know, I shall be happy to supply it.

Sincerely Yours

Wang Ling

3. Telex Reservation:

Henry Bellow

145 Park Street

Chicago 80202 America

January 20, 2000

ADVANCED RESERVATIONS, JIN LIN HOTEL, NAN-ING. PLEASE RESERVE A SUPERIOR DOUBLE ROOM FROM FEBURARY 3 TO FEBURARY 6, 2000. A ROOM FACING THE MAIN STREET IS PREFERRED.

ARRIVAL GUARANTEED. PLEASE CONFIRM AS SOON AS POSSIBLE AND INFORM THE AMOUNT OF DEPOSIT REQUIRED.

4. Letter of Confirmation:

98 Xin Jie Kou, Nanjing 221000

Dear Mr. Bellow

We are happy to have got your telex of January 20. We have pleasure in confirming your reservation for a double room facing the main street from the evening of February 3 to February 6. The daily rate is \$ 110 inclusive of bed and breakfast. A deposit of \$ 55 is required.

We are looking forward to your arrival.

Yours sincerely

Jin Ying

Words and Expressions

concerning	关于
enclose v.	附上
form of application	申请表
Identity Card	身份证
I'll be grateful if...	常用于感激别人的场合，意为：如果……我将不胜感激

I'll be grateful if you water my plants while I'm on vacation.

I'll be grateful if you lend me your hand

incur v.	招致，遭受
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supporting documents	证明文件
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a superior double room	豪华双人房
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A room facing the main street is preferred. 最好是面朝大街的房间

Arrival guaranteed. Please confirm as soon as possible and inform the amount of deposit required. 到达时间已定，请尽快确认，并告知需要的订金。

Text C

Dialogue

At a Travel Agent's

Clerk: Good morning. Can I help you?

Robert: Good morning. My friends and I, altogether four persons want to go to China for a two-week holiday. Can you help to arrange the trip for us?

Clerk: Of course. What places do you prefer to go to?

Robert: We particularly want to go to Beijing, the capital of China; Shanghai, the most bustling and most prosperous city in China; and Xi'an, an ancient city. Can you arrange a trip including these three important cities?

Clerk: Yes, we can. We have several routes including the three places. Here is a brochure that gives you more detail about the trips we arrange for China. You can choose any one you like.

Robert: When will be the earliest arrangement for China?

Clerk: We have tour departure on every first day of the month. The next should be May 1.

Robert: How much do you usually charge a person for a tour of China?

Clerk: It depends. It is usually around 2000 dollars including fees for airplane tickets, ground transportation, accommodations and entry tickets for scenic spots. The

brochure will make you clear.

Robert: It's very kind of you to tell me all this helpful information. I'll discuss that with my friends. I'll let you know after we make the decision.

Clerk: We'd like to help you anytime with anything you are not clear about.

Robert: Thank you very much. Good-bye.

Clerk: You are always welcome. Good-bye.

Exercises

I. Questions to Text A:

1. What is travel considered to be?
2. Why are more and more people spending much time and money on both internal and international tours?
3. What motivations can you mention for travel?
4. What kind of tourists will go to health resorts?
5. What kinds of tourists are called holiday tourists?
6. What does "collect" mean here (Line 20, Passage 2)?
7. What preparations do people have to make for an international tour?
8. What's the advantage of a credit card?
9. What is a package tour?
10. What should you do for a package tour?

II. Cloze

Historians can't tell us when or where (1) _____ the first food was cooked. In earliest (2) _____, people had eaten their food (3) _____ and fire was used only to provide heat and light.

The first primitive cooks were (4) _____ women, (5) _____

_____ preparing food and making clothing were considered women's work. (6) _____ most of the great chefs in history have been men. This might have been because chefs learned (7) _____ work in the kitchens of rich families (8) _____ in restaurants and women didn't often take jobs outside their homes, or it might have been because kitchen equipment was so heavy and difficult to work with (9) _____ only strong men could do it. In modern times, great female chefs have become known, and some of the best cook books (10) _____ by women.

- | | |
|---------------------|----------------------|
| 1. A. who | B. which |
| C. how | D. what |
| 2. A. time | B. times |
| C. ages | D. period |
| 3. A. uncooked | B. being uncooked |
| C. uncooking | D. to be uncooked |
| 4. A. probable | B. possible |
| C. probably | D. likewise |
| 5. A. while | B. since |
| C. so that | D. unless |
| 6. A. But | B. Therefore |
| C. And | D. Moreover |
| 7. A. his | B. its |
| C. their | D. theirs |
| 8. A. as well | B. either |
| C. both | D. or |
| 9. A. as | B. such |
| C. so | D. that |
| 10. A. have written | B. have been written |

C. were written

D. are written

III. Translation:

1. From Chinese to English:

如果你想在海外旅游时玩得愉快，你最好早些做好出行准备。

第一，你要申请护照、签证。如果你准备参加旅行社组织的包价旅游，则办理申请的手续比较简单。不然，你得自己去做所有的事情。有可能的话，最好带旅行支票出国旅游，这要比带现钞安全得多。

第二，出行前应尽量多找一些旅游目的地的旅游资料，这将为你的旅游带来许多便利。

第三，离开家时，应把家中事务妥善地安排好，并请邻居、朋友或亲戚照看家门。

第四，别忘了带上照相机或摄像机。

2. From English to Chinese:

In our study of the hospitality industry, we will focus on two of its important segments: lodging and food service operations. But first we need to learn something about the larger enterprise of which hospitality is a part: the travel and tourism industry. What is the travel and tourism industry? What different businesses does it comprise? Generally Speaking, the travel and tourism industry is a vast series of businesses which have one thing in common: providing necessary or desired products and services to the traveler. The hotelier and food service operator must understand the role of lodging and food service in this industry, which is among the largest in the world.

IV. Role-play:

A guest wants to go abroad for a travel. He is getting information from a travel agency.

Unit Two

Text A

The Travel and Tourism Industry

What is travel and tourism? The definition of it is broad. It includes everything which arises from the interaction of people who travel and the business, governments, and people with whom they come in contact. Businesses offering transportation, accommodations, food, drink, shopping, entertainment, recreation and other hospitality services are all part of the travel and tourism industry. Comfortable, convenient, and fast travel as we know it today have come into being only since the 1940s. However, people have always traveled. Prehistoric nomadic tribes traveled, seeking food or safety. Throughout history, people have traveled in order to fight wars, to spread ideological, religious, or political views, and simply to explore unknown areas. The “modern” era of travel began almost 3000 years ago when money became a popular medium of exchange. Traders and other business people began to travel in efforts to disco-

ver and bring back products to sell in their own lands. Today, travel is commonplace in the live of many people.

Generally speaking, the travel and tourism industry is a vast series of businesses which have one thing in common: providing necessary or desired products and services to the traveler. The travel and tourism industry comprises thousands of diverse organizations and businesses that are involved directly or indirectly in producing and providing business range in size from small companies to multinational corporations, and can be divided into direct providers and indirect ones. Direct providers are businesses typically associated with travel, such as airlines, hotels, ground transportations, river or sea transportations, travel agencies, restaurants and shops. These businesses provide services, activities and products to travelers. They are visible to the travelers. On the other hand, indirect providers are invisible to travelers. These organizations include specialized services, such as tour organizers, travel and trade publications, hotel management firms, travel research firms, planners, government agencies, financial institutions, real estate developers and educational and vocational institutions.

The history of tourism can be traced back to the tavern and inn of early days. At that time they offered food and shelter to travelers. The food was usually simple and the travelers had to share beds with other travelers. Because the main transportation was very simple, on foot or by horse or by post carriage, the taverns or inns were always built on the side of ancient road or horse carriage road or near post offices. The equipment in all these taverns was nothing but beds to sleep on. So people could not enjoy their stay there.

The first real and professional travel agent in the world was an Englishman called Thomas Cook who organized the first travel agency in the world: Thomas Cook & Sons in 1845. Since then, tourism had been prosperous with the building of the railroads in the 19th century. Steamships also increased tourism, especially across the North Atlantic, the major route of modern tourism. The automobile and the airplane in still more recent times have also become major means of transportation for recreational purposes. The greatest growth in international tourism has taken place only since the end of World War II in 1945 and it has paralleled the growth of air transportation.

Industrialization has produced other conditions that are necessary for tourism prosperity. Among them is the creation of a large number of people with a considerable amount of disposable income, that is, income above and beyond what is needed for basic expenses such as food, clothing, shelter and other necessities. Another important condition is urbanization: the growth of large cities. With the rise of living standard and more paid holidays, residents of cities take more holiday trips than residents of rural areas and spend more money on travel. Take China for example, according to the statistics of *The Yearbook of China Tourism* (2000), in 1999, the total tourists of the whole country are 719 million persons, of which the number of urban travelers is 284 million, the rate is 94.8% and that of rural ones is 435 million, the rate is 47%. The total expenditure is 283.2 billion RMB, increasing 18.4%, compared with that of 1998, of which the expenditure of urban travelers is 174.8 billion yuan, while the expenditure of rural ones is 108.4 billion yuan. And

the expenditure for per person is 394 yuan, increasing by 14.4%, of which the cost for a urban citizen is 614.8 yuan while the cost for per rural person is 249.5 yuan.

What else can be mentioned is another principle reason for encouraging a travel and tourism industry in many developing countries is the so-called multiplier effect of the tourist dollar. Money received from tourism industry will be used for wages for employees of the industry or in other ways, which will be spent not once but sometimes several times for other items in the economy: the food that hotel employees eat, the houses in which they live or other necessities they buy. Another attraction of the travel and tourism industry of the developing countries is that it is labor-intensive, that is, it requires a large number of workers in proportion to the people who are served. With travelers increasing every year, the travel and tourism industry needs more and more people engaged in this field. According to the statistics of the Yearbook of China Tourism (2000), up till the end of 1999, direct employees of the travel and tourism industry are 5.14 million, indirect employees are 25 million.

Tourism is therefore a composite of activities, services and industries that delivers a travel experience: transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities, and other hospitality services available for individuals or groups that are traveling away from home. Tourism is now generally regarded as one of the largest and fastest growing industries, a large and dynamic business in the whole world.

New Words

definition [ˌdefɪˈniʃən] <i>n.</i>	定义,解说
interaction [ˌɪntərˈækʃən] <i>n.</i>	相互作用,相互影响
hospitality [ˌhɒspiˈtælɪti] <i>n.</i>	好客,殷勤
comprise [kəmˈpraɪz] <i>v.</i>	包含,包括,由…组成
diverse [daɪˈvɜːs] <i>a.</i>	多种多样的,形形色色的
multinational [ˌmʌltɪˈnæʃən(ə)l] <i>n.</i>	多民族的,多国家的
corporation [ˌkɔːpəˈreɪʃən] <i>a.</i>	公司,企业
visible [ˈvɪzəbl̩] <i>a.</i>	看得见的,明显的
invisible [ɪnˈvɪzəbl̩] <i>a.</i>	看不见的,不明显的
real [ˈriːəl] <i>a.</i>	真正的,[律](产业等)不动的
estate [ɪˈsteɪt] <i>n.</i>	房地产
vocational [ˌvəʊˈkeɪʃənəl] <i>adj.</i>	行业的,职业的,业务的
tavern [ˈtævə(:)n] <i>n.</i>	小旅馆
shelter [ˈfeltə] <i>n.</i>	躲避处
parallel [ˈpærəlel] <i>v.</i>	使成平行,与…平行,比得过,
industrialization [ɪnɪˈdʌstriələɪˈzeɪʃən] <i>n.</i>	工业化
urbanization [ˌɜːbənəɪˈzeɪʃən] <i>n.</i>	都市化
rural [ˈruərə(ə)l] <i>a.</i>	农村的
multiplier [ˌmʌltɪplaɪə] <i>n.</i>	增加者,[经]增加投资所产生的
composite [ˌkɒmpəzɪt,-zəɪt] <i>a.</i>	的收益,增值率
dynamic [daɪˈnæmɪk] <i>a.</i>	复合的,合成的
	有生气的,有力的

Phrases and Expressions

post carriage	驿车
so-called	所谓的