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新世纪专业英语系列教材



New Century Subject-oriented English

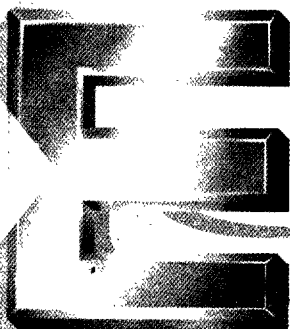
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TRAVEL AND TOURISM

旅游英语教程

(上册)

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教育部最新颁布的《大学英语教学大纲》在教学要求中规定:学生在完成基础阶段的学习任务,达到四级或六级后,都必须修读专业英语。《新世纪专业英语系列教材》正是根据《大学英语教学大纲》的要求,为保证大学生英语学习四年不断线而编写的一套教材。

本套教材分《新闻英语教程》、《旅游英语教程》、《法律英语教程》、《国际贸易英语教程》、《财金英语教程》以及《工商管理英语教程》共六个系列。每一系列包括上、下两个分册,每一分册可供一学期(每周四课时)或一学年(每周两课时)使用。主要编写者除了中国人民大学外国语学院骨干教师以及相关院、系的专家外,还特别邀请了北京外国语大学、中国社科院、北京联大旅游学院等单位的专家学者加盟。中国人民大学张勇先教授担任总主编。《新闻英语教程》由白松主编;《旅游英语教程》由王晓彤主编;《法律英语教程》由赵雁丽主编;《国际贸易英语教程》由许葵华主编;《财金英语教程》由韦娜主编;《工商管理英语教程》由张初愚主编。全书由专业英语教师和公共英语教师共同编写,课文译文由英语过硬的专业教师负责把关。

本系列教材具有以下特点:

一、课文选材新,具有时代感。绝大部分文章是近几年发表的,最新的发表于2000年,以使学习者了解各个专业领域的最新发展和最新理念。

二、生词释义采用英汉两种方式。少数

难以用英语解释的词汇直接用汉语释义。这样做的目的在于培养学生查阅原文词典的能力，同时能提高学生对同义词和近义词的记忆能力。所注词汇均为四级以上词汇。

三、教材在内容和语言上贯彻循序渐进的原则。在内容上，上册主要涉及本专业的基本原理和基础知识；下册主要涉及本专业的历史及专家观点，目的在于帮助学生完成从基础到专业的过渡。在语言上，选材从难度、可读性等方面考虑，贯彻由浅入深的原则。

四、考虑到《大纲》对专业英语学时和阅读总量的要求，我们采用了“主”、“副”课文制。对主课文的注释和练习两方面进行了重点处理，用作教师课内重点讲解的内容；副课文主要供学生课后自学，从而对主课文从语言到知识两方面起到巩固作用。

五、本教材以强调理解的准确性及学生的应用能力为突出特点。在注意帮助学生扩大词汇量，特别是专业英语词汇的同时，帮助学生提高阅读有关专业的原版教科书、参考书及其它参考资料的能力、听懂与专业有关内容的能力、能用英语进行有关专业内容的一般性的会话或讨论的能力及写和译的能力。因此，我们精心编写了包括文章理解及语言应用方面的大量练习。为了巩固和提高学生的听说能力，每一单元后的练习中都设有 Role Play 和 Listening and Speaking 的练习。全套教材均配有由外籍专家朗读的录音磁带。

六、为方便自学，书后提供了主课文的参考译文和练习答案。

七、全套六种教材在遵循总的编写原则的同时，又根据各自课程的特点自成体系。

我们热切地期待着广大师生对本套教材的批评和建议。

编者

2003年3月



根据《大学英语教学大纲》对大学英语应用提高阶段在专业英语方面的教学要求,为适应中国进一步扩大对外交流和发展中国公民的出境游及外国友人的入境游,为培养更多的有扎实的英语专业知识又精通旅游理论的专业人材,特编写《旅游英语教程》。《旅游英语教程》是针对英语专业中、高年级学生和旅游英语爱好者编写的专业英语教材,本教材选材以英美文献为主,旨在帮助读者在扩展专业知识的同时,掌握一定的专业英语词汇,熟悉旅游英语的常用表达法,并进一步巩固英语语言基础,提高学生在专业领域内综合运用英语语言的能力。

本书分上下两册,每册十个单元,每单元包括主课文一篇、副课文两篇。主课文为该单元的精读部分,除有生词、语言点和背景知识的注释外,还附有课文理解和词汇练习以及听说写译综合性配套练习,以使听说读写译的技能在专业英语学习阶段进一步得到全面提高。副课文为单元的泛读部分,作为课堂教学的补充供学生课外自学,以充实相关领域的专业知识和英语语汇。本书单词注释严格以《大学英语教学大纲词汇表》为依据,排除了大学英语基础阶段所要求的四级内词汇。

本书由王晓彤和杨树臣主编,北京旅游学院的梁宝恒和莫可老师负责全书的

选材和翻译。本书上册的参编人员有王晓彤、杨树臣、陈丽
丽、陶灿梅和杨海燕；下册有王晓彤、杨树臣、杨扬和王燕
飞。

对于本书的编写，我们付出了大量的心血，但由于能
力、材料和时间所限，不足之处在所难免，恳请各方专家和
热心读者批评指正。

编者
2003.3

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Unit 1

What is Tourism?

When we think of tourism; we think primarily of people who are visiting a particular place for sightseeing, visiting friends and relatives, taking a vacation, and having a good time. They may spend their leisure time engaging in various sports, sunbathing, talking, singing, taking rides, touring, reading, or simply enjoying the environment. If we consider the subject further, we may include in our definition of tourism people who are participating in a convention, a business conference, or some other kind of business or professional activity, as well as those who are taking a study tour under an expert guide or doing some kind of scientific research or study.

These visitors use all forms of transportation, from hiking in a wilderness park to flying in a jet to an exciting city. Transportation can include taking a chairlift up a Colorado mountainside or standing at the rail of a cruise ship looking across the blue Caribbean. Whether people travel by one of these means or by car, motorcoach, camper, train, taxi, motorbike, or bicycle, they are taking a trip and thus are engaging in tourism.

Any attempt to define tourism and to describe its scope fully must consider the various groups that participate in and are affected by this industry. Their perspectives are vital to the development of a comprehensive definition. Four different perspectives of tourism can be identified:

1. *The tourist.* The tourist seeks various psychic and physical experiences and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed.

2. *The businesses providing tourist goods and services.* Business peo-



ple see tourism as an opportunity to make a profit by supplying the goods and services that the tourist market demands.

3. *The government of the host community or area.* Politicians view tourism as a wealth factor in the economy of their jurisdictions. Their perspective is related to the incomes their citizens can earn from this business. Politicians also consider the foreign exchange receipts from international tourism as well as the tax receipts collected from tourist expenditures, either directly or indirectly.

4. *The host community.* Local people usually see tourism as a cultural and employment factor. Of importance to their group, for example, is the effect of the interaction between large numbers of international visitors and residents. This effect may be beneficial or harmful, or both.

Thus, *tourism may be defined as the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments, and host communities in the process of attracting and hosting these tourists and other visitors.*

Tourism is 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. It encompasses all providers of visitor and visitor-related services. Tourism is the entire world industry of travel, hotels, transportation, and all other components, including promotion, that serves the needs and wants of travelers. Finally, tourism is the sum total of tourist expenditures within the borders of a nation or a political subdivision or a transportation-centered economic area of contiguous states or nations. This economic concept also considers the income multiplier of these tourist expenditures.

One has only to consider the multidimensional aspects of tourism and its interactions with other activities to understand why it is difficult to come up with a meaningful definition that will be universally accepted. Each of the many definitions that have arisen is aimed at fitting a special situation and solving an immediate problem, and the lack of



uniform definitions has hampered study of tourism as discipline. Development of a field depends on (1) uniform definitions, (2) description, (3) analysis, (4) predictions, and (5) control.

Modern tourism is a discipline that has only recently attracted the attention of scholars from many fields. The majority of studies have been conducted for special purposes and have used narrow operational definitions to suit particular needs of researchers or government officials; these studies have not encompassed a systems approach. Consequently, many definitions of “tourism” and “the tourist” are based on distance traveled, the length of time spent, and the purpose of the trip. This makes it difficult to gather statistical information that scholars can use to develop a database, describe the tourism phenomenon, and do analyses. The problem is not trivial. It has been tackled by a number of august bodies over the years, including the League of Nations, the United Nations, the World Tourism Organization (WTO), the Organization for Economic Cooperation and Development (OECD), the National Tourism Resources Review Commission, and the U.S. Senate’s National Tourism Policy Study.



→ World Tourism Organization

The International Conference of Travel and Tourism Statistics convened by the World Tourism Organization (WTO) in Ottawa, Canada, in 1991 reviewed, updated, and expanded on the work of earlier international groups. The Ottawa Conference made some fundamental recommendations of definitions of tourism, travelers and tourists. The United Nations Statistical Commission adopted WTO’s recommendations on tourism statistics on March 4, 1993.



→ Tourism

WTO has taken the concept of *tourism* beyond a stereotypical image of “holiday-making.” The officially accepted definition is: “Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.” The term *usual environment*



is intended to exclude trips within the area of usual residence and frequent and regular trips between the domicile and the workplace and other community trips of a routine character.

1. *International tourism*:

a. *Inbound tourism*: visits to a country by nonresidents.

b. *Outbound tourism*: visits by residents of a country to another country.

2. *Internal tourism*: visits by residents of a country to their own country.

3. *Domestic tourism*: internal tourism plus inbound tourism (the tourism market of accommodation facilities and attractions within a country).

4. *National tourism*: Internal tourism plus outbound tourism (the resident tourism market for travel agents and airlines).

→ Traveler Terminology for International Tourism

Underlying the foregoing conceptualization of tourism is the overall concept of *traveler*, defined as “any person on a trip between two or more countries or between two or more localities within his/her country of usual residence.” All types of travelers engaged in tourism are described as *visitors*, a term that constitutes the basic concept of the entire system of tourism statistics. Visitors are persons who travel to a country other than the one in which they generally reside for a period not exceeding 12 months, whose main purpose is other than the exercise of an activity remunerated from within the place visited. Visitors are subdivided into two categories:

1. *Same-day visitors*: visitors who do not spend the night in a collective or private accommodation in the country visited: for example, a cruise ship passenger spending four hours in a port.

2. *Tourists*: visitors who stay in the country visited for at least one night: for example, a visitor on a two-week vacation.

There are many purposes for a visit, notably pleasure, business, and other purposes, such as family reasons, health, and transit.

(1,244 words)



Words and Expressions

chairlift /'tʃeəlift/ <i>n.</i>	an apparatus which carries people up and down steep slopes in chairs that hang from a moving wire 升降椅; 空中缆椅
camper /'kæmpə/ <i>n.</i>	a motor vehicle big enough to live in when on holiday, usu. having cooking equipment and beds in the back part 野营车
motorbike /məʊtəbaɪk/ <i>n.</i>	a motorcycle 摩托车
psychic /'saɪkɪk/ <i>a.</i>	of the mind as opposed to the body 精神上的
jurisdiction /ˌdʒʊərɪ'dɪksɪʃən/ <i>n.</i>	the right to use the power of an official body, esp. in order to make decisions on questions of law 管辖权; 司法权, 审判权
composite /'kɒmpəzɪt/ <i>n.</i>	something made up of different parts or materials 混合物, 合成物
encompass /ɪn'kæmpəs/ <i>v.</i>	to include or be concerned with (a wide range of activities, subjects, ideas) 包含, 包括; 涉及
subdivision /'sʌbdɪvɪʒən/ <i>n.</i>	the act of dividing something that has already been divided, or the parts that result from doing this 再分, 细分
contiguous /kən'tɪɡjuəs/ <i>a.</i>	(to, with) touching, next (to); having a shared border (正式)接触着的, 接近的; 接壤的
multidimensional /ˌmʌltɪdi'menʃənəl/ <i>a.</i>	多维的
hamp /'hæmp/ <i>v.</i>	to cause difficulty in movement or activity 阻碍, 妨碍; 牵制
trivial /'trɪvɪəl/ <i>a.</i>	of little worth or importance 琐碎的, 没有价值的
august /ɔː'ɡʌst/ <i>a.</i>	lit noble and grand 威严的; 高贵的
convene /kən'veɪn/ <i>v.</i>	to call (a group of people, committee) to meet 召集(会议); 召集开会
stereotypical /ˌsteriəu'tɪpɪkəl/ <i>a.</i>	as in an overly simple picture or opinion of person, group, or thing 老套的, 旧框框的
consecutive /kən'sekjʊtɪv/ <i>a.</i>	following in regular unbroken order 连续的, 连贯的
domicile /'dɒmɪsaɪl/ <i>n.</i>	<i>formal or law</i> a person's home; the place where a person lives or is considered to live for official purposes [法]户籍, 正式居住地, 住处
workplace /'wɜːkpleɪs/ <i>n.</i>	the room or building in which workers perform their work 工作场所; 工厂; 车间



inbound /'inbaund/ <i>a.</i>	AmE incoming; inward bound 进来的
outbound /'autbaund/ <i>a.</i>	moving away from the speaker or the starting point 外出的, 离开出发点的
underlie /,ʌndə,lai/ <i>v.</i>	to be a hidden meaning or cause of 位于……之下; 成为……的基础
foregoing /fɔ:'gəʊɪŋ/ <i>a.</i>	& <i>n.</i> (the one) that has been mentioned 前面的(事物), 刚提到的(事物)
conceptualization /kən,septʃuəlai'zeɪʃən/ <i>n.</i>	something that form a concept or concepts of 概念化
remunerate /rɪ'mju:nəreɪt/ <i>v.</i>	to reward; pay (someone) for work or trouble (正式) 给……报酬; 补偿
transit /'trænsɪt/ <i>n.</i>	the going or moving of people or goods from one place to another 通行; 过境

Notes to the Text

1. 本文选自 *Tourism —Principles, Practices, Philosophies*, 作者 Robert W. McIntosh, Charles R. Goeldner, J. R. Brent Ritchie, John Wiley & Sons, Inc., 1995 年出版。
2. a study tour: 这里指旅游的目的并非观光或游山玩水, 而是为了学习、考察或研究等。
3. expert guide: 专业导游, 指 a tour guide who specializes in a certain field
4. Colorado: 科罗拉多(美国州名)
5. Caribbean: 加勒比海(拉丁美洲)
6. a wealth factor in the economy of their jurisdictions: 由于旅游能为地方带来很多的机会, 如就业、旅游商店的收入、餐饮业的发展、旅游业的乘数效应等, 因此旅游业被视为某些政治家们管辖区域内经济繁荣和发展的因素。
7. employment factor: 一般说来, 旅游业能为当地的人们提供更多的就业机会。
8. the income multiplier: 来自于旅游业收入的乘数效应
9. the multidimensional aspects of tourism: 这里指旅游业和其他的行业和领域有着紧密的联系, 如交通业、饭店、餐饮、文化、政治、经济等。
10. a stereotypical image: 指对旅游业的老一套的理解方式, 即认为旅游就是“度假”的非常狭隘的理解方式。
11. World Tourism Organization: 世界旅游组织
12. Ottawa: 渥太华(加拿大首都)



Exercises

◆ I. Comprehension

Answer the following questions according to the text you have just read.

1. How do most people think of tourism?
2. What are the four perspectives that should be considered when defining tourism?
3. Why is it difficult to come up with a universally accepted definition of tourism?
4. What is the World Tourism Organization's definition of tourism?
5. According to the World Tourism Organization, what are visitors? How many categories are visitors subdivided into?

◆ II. Vocabulary

1. Use the words and phrases from the text to replace the italicized part in each of the following sentences.

1. Psychologists have contended that most of the *mental* damage to a child is done in the first five years.
2. Because of the sudden earthquake, the President *called to meet* the Cabinet to discuss what measures should be taken.
3. I hope your new books get favorite *judgements*.
4. The study *includes* social, political, and economic aspects of the situation.
5. Much of our knowledge, and *as a result*, much of our appreciation of his work is based on one biography.
6. Rows of dull *same* houses come into sight immediately after you get out of the coach station.
7. We have maps of the area where we hope to do some *rambling*.
8. For three years *successively*, workers had accepted these lower wages.
9. There should be a lot more working close together between the social services and local doctors.
10. Why do you get angry over such unimportant matters?

**2. Translate the following terms from Chinese into English.**

1. 追求身心方面的不同体验和满足
2. 决定选择目的地和喜爱的活动
3. 统一的定义
4. 开发数据库
5. 世界旅游组织
6. 入境旅游
7. 出境旅游
8. 旅游市场需求
9. 度假
10. 旅游社区

◆ III. Listening and Speaking**Section A**

Directions: *Listen to the following passage twice and decide whether the statements you hear are true or false. Write "T" for "ture" and "F" for "false".*

1. ()
2. ()
3. ()
4. ()
5. ()

Section B

Directions: *The following passage is about some terms related with tourism. You are going to hear it three times. For the first time, listen carefully and get a general idea of the passage. For the second time, supply the missing information. For the third time, check your answer and repeat each sentence you hear from the tape.*