

旅游英语阅读教程

Selected Readings in Travel and Tourism

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上海外语教育出版社

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前 言

当代旅游业是发展势头最为快捷的产业和重要的经济增长点,受到了世界各国和地区的广泛关注和大力扶植,有人喻之为永恒的朝阳产业。

在我国,改革开放以来,随着人们生活水平的不断提高,人们的闲暇时间和可支配收入也在稳步增长,促进了旅游业的迅速发展。1990年,我国旅游业的入境人数按接待量位居世界第十二位,1997年上升至世界第七位,而到2020年,据世界旅游组织的预测,中国将成为世界上接待旅游人数最多的国家。因此,全面提高旅游管理服务人员的外语水平刻不容缓。而综观近几年我国旅游界出版的书籍,虽然内容广泛,但大多用中文编写而成,而英语方面的旅游著作往往侧重于对话,大多只能满足低年级学生的需要,较高层次上的英语旅游著作相当缺乏,已不能满足形势发展的需要。鉴此,我们编著了一本集时代性和可读性为一体的旅游英语阅读教程,内容涉及旅游业的方方面面,从旅游的基本概念到其发展历史,从旅游的规划管理到其意义与作用,以及旅游资源、市场及营销、宾馆饭店、接待、机构等等,适用于旅游管理专业高年级学生、旅游业管理人员,使学生或有关人员在获得英语知识的同时,能获得大量的旅游方面的知识。

对于使用本教材的教师,编者建议:切勿简单地采用传统的泛读课的方法讲授本教材,而应结合学生的英语水平,尽量多的传授与旅游有关的知识,同时,应让学生多想、多问、多做,以提高学生实际应用英语的水平。课后所编配的练习除了回答问题中的有些题目需学生自由发挥之外,其余答案均可在相关课文中直接找到。

本教程由上海外国语大学罗杏焕主编,上海外国语大学贾丹老师参与了部分编写工作,并得到了上海外语教育出版社孙玉、施茵等同志的大力帮助和支持,在此谨表感谢。

由于水平有限,书中难免有疏漏和不当之处,希望同行与读者批评指正。

编者

2001年3月

于上海外国语大学

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Chapter 1

What Is Tourism

Tourism has been one of the fastest growing social and economic phenomena of the 20th century , and there is no sign of any slowdown as we look ahead to the 21st century. The number of tourists , both those who travel internationally and domestically , will continue to increase ; and they will be drawn from a wider range of socio-economic groups than at present. The needs , desires , and expectations of each segment of the tourism market has changed rapidly and will continue to change. New segments will arise ; existing ones will wither away. Good , current market data is essential for tourism planning. The geographic spread of tourism will widen , aided by the increased propensity to travel and new technology to make it possible. Nearly all parts of the world will be made accessible to visitors and will be sought by visitors. But this trend of the geographic spread of tourism and its consequent impact have given rise to rumblings that indicate that all is not well. Tourism creates its unique problems. The concerns of the 1960s and 1970s as to whether tourism would be a " blessing or blight " and whether tourists would be described as the " golden Horde " still exist. Equally important is the desire of regions and countries to give their

tourism a distinctive character. There is a real danger of tourism products looking the same no matter where they are located.

Increases in leisure time , cheaper travel , and rising curiosity about other lands , peoples and ways of life promise a bright future for the tourism industry in the 21st century. For developing countries , struggling to raise the living standards of their people and faced with the problems of competing with the developed nations in the fields of manufacturing and trade , the possession of attractive climate , scenery and other tourist resources offers the hope of economic stability and a better future for their citizens. For the tourist generating countries , the satisfaction of the tourists' curiosity about other countries and cultures should help to increase understanding and tolerance for others , reducing prejudice and international friction.

Tourism is actually an " umbrella " industry encompassing many separate businesses , and one which has become increasingly multinational in structure and organization. It embraces a series of economically related businesses. They include accommodation , catering and entertainment ; transportation ; tourist sites and attractions ranging from historic homes to giant theme parks such as those of Disneyworld ; and the organizers and distributors of tourism , the tour operators and travel agencies. Businesses in the generating countries have invested their capital in those destinations to which their tourists are attracted , and to take advantage of economies of scale they have diversified into other generating countries and across other sectors of the industry . The

result is that tourism has also become a highly competitive industry , both within and between the generating countries.

As a field of academic study , however , tourism has not yet been recognized as a discipline in its own right. Rather , it is one of those growing areas of knowledge which fall between the established disciplines. One can explore tourism in the context of geography , sociology , economics , marketing and many other disciplines , each offering scope for study at all academic levels. Tourism can also be studied as a business , albeit with certain very original characteristics , but in most respects not very dissimilar to other businesses in which a service , rather than a product , is offered to the customer. It is a part of hospitality field. Skill in dealing with people is particularly important throughout the travel industry.

With these general concepts in mind , it is not surprising to find that various attempts have been made to define what tourism is.

1. Technical definitions : Firstly , tourism can be regarded as just one form of recreation , along with sports activities , hobbies and pastimes. All of these are made possible because of the discretionary leisure time. Tourism usually involves the spending of money , although not necessarily so ; a cyclist or hiker out for a camping weekend and carrying his own food may well be regarded as a tourist without spending a penny and contributing nothing to the tourism revenue of a region. Many other examples could be cited where tourism expenditure is minimal. We can say , then , that tourism is one aspect of leisure usually , but not always , incurring expense on the art of the artificers.

2. Conceptual definition : Tourism is often defined as the movement of people to the place other than that he actually or normally resides.
3. One of the first attempts to define tourism was that of Professor Hunziker and Krapf of Burne University.
"tourism is 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. "
4. In 1937 ,the League of Nations recommended a definition be adopted of a " tourist "as one who travels for a period of 24 hours or more in a country other than that in which he usually resides. This was held to include persons travelling for pleasure , domestic reasons or health , persons travelling to meetings or on business , and persons visiting a country on a cruise vessel (even if for less than 24 hours). The principal weakness here is that it ignores the movement of domestic tourists. Later the United Nations Conference on International Travel and Tourism , held in Rome in 1963 , considered recommendations put forward by the IUOTO (now the World Tourism Organization) and agreed to the term " visitors " to describe " any person visiting a country other than that in which he has his usual place of residence , for any reason other than following an occupation , remunerated from within the country visited. " This definition was to cover two classes of visitors :
 a : Tourists , who were classed as temporary visitors staying at least 24 hours , whose purpose could be classified as leisure (whether for recreation , health , sport ,

holiday , study or religion) , or business , family , mission or meeting.

b : Excursionists , who were classed as temporary visitors staying less than 24 hours , including cruise travelers but excluding travelers in transit. Once again the definition becomes overly restrictive in failing to take domestic tourism into account.

5. Definition of Mathieson and Wall (1982 , 1) : 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 cater to their needs.
6. To sum up , tourism can be defined in this way : tourism is the sum of phenomena and relationships arising from the movement of people away from their normal place of work and residence.

Word List

domestic <i>adj</i> 1	relating to a person's own or a particular country 本国的 , 国内的 domestically <i>adv</i> 1
segment <i>n</i> 1	one of the parts into which something naturally separates or is divided 部分 , 部门 , 环节
accessible <i>adj</i> 1	easy to approach or reach 可到达的 ; 可接近的
impact <i>n</i> 1	influence , effect 影响 , 冲击

blessing <i>n</i> 1	something that is extremely lucky 幸事,喜事,恩惠
blight <i>n</i> 1	disease and death in plants or severe damages to things 破坏希望或计划的因素
leisure <i>adj</i> 1	free or unoccupied 空暇的,空余的
accommodation <i>n</i> 1	places to live or store 住处,膳宿
cater <i>v</i> 1	provide, and sometimes serve, food 提供饮食及服务;投合,迎合
attraction <i>n</i> 1	something which makes people want to go to a place 吸引力;具有吸引力的人或事物
discipline <i>n</i> 1	a particular area of study, esp. a subject studied at a college or university 学科,科目
hospitality <i>n</i> 1	the friendly reception and treatment of guests or strangers (对客人的)友好款待
facility <i>n</i> 1	something designed, built, installed, etc. to serve a specific function or perform a particular service 设备,设施
multinational <i>adj</i> 1	composed of many nations or nationalities 跨国的,多国的
pastime <i>n</i> 1	something that serves to make time pass agreeably; entertainment 消遣
trend <i>n</i> 1	a general development or change in a situation or in the way that people are behaving 趋势,倾向

discretionary <i>adj</i> 1	subject or left to one's own decision 自由决定的 ;可随意支配或使用的
recreation <i>n</i> 1	a pastime , diversion , exercise , or other resource affording relaxation and enjoyment 消遣 娱乐
remunerate <i>v</i> 1	pay recompense , or reward 给.....报酬 赔偿
revenue <i>n</i> 1	the income of a government from taxation and other sources , appropriated for public expenses 财政收入
vessel <i>n</i> 1	a ship or large boat 船 舰

Notes

1. They will be drawn from a wider range of socio-economic groups than at present. 这些(国际或国内)旅游者将来自比现在更广泛的社会经济团体。
2. The concerns of the 1960s and 1970s as to whether tourism would be a " blessing or blight " ... still exist. 20 世纪 60 — 70 年代的人们所关心的是旅游业到底是“福”还是“祸”,.....这种关心现在还存在。
3. Golden Horde 金帐汗军。13 世纪在成吉思汗之孙拔都率领下征服东欧的蒙古军队 ,拔都的帐篷金色 ,故名。
4. For the tourist generating countries , the satisfaction of the tourists' curiosity about other countries and cultures should help to increase understanding and tolerance for others , reducing prejudice and international friction. 对旅游生产国来说 ,满足旅游者对其他国家和文化的好奇心有

助于增加(国与国之间的)理解和互谅互让,减少偏见和国际摩擦。

5. Tourism is actually an “umbrella” industry encompassing many separate businesses, and one which has become increasingly multinational in structure and organization. 旅游业实际上是由许多不同的企业组成的伞形产业,并在结构和组织上越来越具有国际化的性质。
6. theme park 主题公园。即将游乐内容分成野生动物、海洋生物、幻想世界、亚非文化等一个个专项的公园。如美国的迪斯尼乐园,深圳的世界之窗等。
7. As a field of academic study, however, tourism has not yet been recognized as a discipline in its own right. 然而,作为一个学术研究的领域,旅游业还没有被人们看做是一门真正意义上的学科。

Exercises

T. Match the words under column A with the meanings in column B.

A

1. slowdown
2. domestic
3. blight
4. encompass
5. original
6. pastime
7. leisure
8. residence

B

- a. free or unoccupied time
- b. pertaining to the beginning ; creative
- c. any cause of destruction
- d. reduction in speed, activity, etc.
- e. segment
- f. anticipation, looking forward to
- g. belong in to one's own country
- h. means of recreation

9. expectation i. place to live in
10. sector . include com rehensivel

a. Mark the following statements true or false according to the article.

1. Tourism didn't grow in the 21th century.
2. Technology will help make more countries accessible to more people from different social and economic groups.
3. There is a clear-cut definition to the term tourism.
4. According to the passage , tourism is a discipline offered and studied in many universities worldwide.
5. One most important feature of tourism involves the movement of people.
6. According to the passage , some people still wonder whether it is harmful or not to develop tourism.
7. Tourism can help to reduce cross-cultural misunderstanding

b. Multiple choice questions.

1. The passage is mainly about _____.
A. the significance of tourism
B. the definition to tourism
C. the development of tourism
D. the future of tourism
2. The reason why tourism is to increase is that _____.
A. more people will be released from work
B. more places will be made accessible to tourists
C. technology will make it possible for people to travel
D. all of the above