

Unit 1

Introduction to Tourism Industry

Part One Dialogues



Sample Dialogue 1

 **Situation** ► Jack has just come back from China and he is talking with Lily about his travel.

- **Lily:** Hi, Jack. I haven't seen you for a long time. How is it going?
- **Jack:** I've just come back from China. It is really an exciting trip.
- **Lily:** Really? That must be very interesting.
- **Jack:** You are right. As I recall these good memories, once again I have the pleasure of the past experience.
- **Lily:** Traveling seems to appeal to you wonderfully.
- **Jack:** Yes. It broadens my perspective and I can learn a lot from it.
- **Lily:** But travel is costly. I can't imagine a person working hard the whole year and then spending his savings within a couple of days just for seeing landscape and meeting people of different colors and races.
- **Jack:** I agree with you on that, but we can choose a cheaper way of traveling.
- **Lily:** I'm afraid I can't afford long trip with my salary. If I work in a travel agency, I could find some chances to travel cheaply or even without pay.
- **Jack:** Good idea. Why not give it a try?



Sample Dialogue 2

Situation ▶ Lily Lee is going to graduate from her university and now she is having an interview for a tour guide at a travel agency.

- **Interviewer:** Good morning, Miss Lee.
- **Lily:** Good morning!
- **Interviewer:** Please take a seat. I see you are studying Travel and Tourism. Could you tell me why did you choose this major?
- **Lily:** Well. I love traveling and this major will enable me to see the world.
- **Interviewer:** Good idea. Do you have any real experience of being a tour guide?
- **Lily:** Yes. I have been a part-time tour guide for almost three years. And I even guided the foreign guests to Xi'an, Beijing and Luoyang.
- **Interviewer:** Impressive experience. What do you think of the work of being a tour guide?
- **Lily:** It is hard work, but rewarding, and the potential for advancement is very likely for the dedicated and determined employee.
- **Interviewer:** Wonderful point. I can't agree with you any more. OK. You will get a reply in a couple of days.
- **Lily:** I'm looking forward to a positive reply. Thank you very much.
- **Interviewer:** You are welcome.

Useful Expressions

1. I went on a package tour.
我参加的是一个旅行社代办的旅行。
2. What famous sights have you been to?
你去了哪些著名的景点?
3. It is really a wonderful experience to see Paris with your own eyes.
用自己的眼睛去看巴黎真是绝妙的经历。
4. Could you give a brief introduction of yourself?
请简单地介绍一下你自己。
5. I major/specialize in Tourism English.
我的专业是旅游英语。
6. I'm from Xi'an, Shaanxi. / I come from Xi'an, Shaanxi.
我来自陕西西安。

Task Dialogue 1

Situation ► Sam has just traveled around Europe, and he is talking with his best friend Lucy about his experience.

Task Dialogue 2

Situation ► You are the manager of Personnel Department of a Travel Agency, and you are interviewing a new graduate.

Part Two Text A

Tourism Industry

Tourism is a distinctly modern phenomenon. Historians have traced the emergence of tourism to industrial England, attributing its growth to the burgeoning of a “middle class” and the availability of inexpensive modes of transportation such as trains, automobiles and steamships. With the post-WW II establishment of commercial airlines and the subsequent development of jet aircraft, the sphere of tourism rapidly expanded to a global scale.

After so many years’ development, the tourism is now viewed as one of the most important and fastest growing industries in this rapidly changing world, which generates more jobs and benefits more people than most other industries throughout all levels of local, national, regional and international economies.

There are quite a few reasons that contribute to its rapid development and reversibly it also benefits the society greatly.

First, tourism is a great source of tax revenue. Often the public is not aware of how much tax revenue the tourist industry generates. Every time a tourist buys a product and pays a sales tax, he (or she) is adding extra money to that city’s or state’s coffers with minimal use of city facilities. In communities where there is a motel or hotel or restaurant tax, this effect is even greater.

Second, this industry accounts for more than \$3 trillion in global spending every year and employs about one out of every ten workers in the world. The World Travel and Tourism Council (WTTC) expects 119.5 million new jobs world wide between now and 2015. Therefore it has become one of the world’s foremost economic activities.

Third, it stimulates enormous investment in infrastructure, most of which helps to improve the living conditions of local people as well as tourists. Most new tourism jobs and business are created in the developing countries, helping to equalize economic opportunities and keep rural

residents from moving to overcrowded cities.

Fourth, tourism is a multi-faceted industry, which is supported by many other smaller industries such as accommodations, travel agencies, convention facilities, casinos, restaurants, libraries and education. Tourism also has an especially strong dependency on culture-based industries such as museums and arts, gaming, movies and cultural heritage resources. The way that tourism impacts on the community's economic well-being is by the amount of money it generates for a host of secondary or support industries. For example, tourists may contribute an extra 10% to a gas station's or restaurant's business. At times, this extra income may make the difference in that business showing a profit or a loss.

Fifth, a tourism industry with a cultural basis is expected to become the strongest industry in the region. A graft between tourism and cultural resources produces synergetic exchange of resources. Taking Republic of Korea (hereinafter referred to as Korea) for example, Korea's image abroad was improved by the 2002 World Cup and by its outstanding IT industry. These cultural and industrial factors are not only affecting tourism and cultural development, but also serving as an economic growth engine in other industries by upgrading brand value of Korean products. It is believed that a country's competitiveness can be determined by its cultural creativity and cultural infrastructure, which can be incorporated with tourism and other industries.

Another important reason for further developing tourism in a country is that there is a great need for leisure and cultural activities to improve the quality of life. The domestic tourism climate needs to be improved to match the increased incomes of the people and an increase of leisure time due to introduction of the five-day workweek. Tourism and cultural activities are directly related to quality of life, they are diversifying to fulfill tourist needs and they need rapid, continuous growth in the near future.

Last, the effect of multiplier effect is also a great contribution to the local economy. The multiplier effect is a concept, which has been borrowed from Economics, and used within the tourist industry. It is an effect in which an increase in spending produces an increase in national income and consumption greater than the initial amount spent. Simply stated, the multiplier effect signifies that every dollar spent by a tourist circulates in the community a number of additional times before it leaves the community. For example, if a tourist spends a dollar on an attraction, then part of that dollar pays an attendant's salary. The attendant then may use his portion of that same dollar to buy food at the local supermarket. There is no one magic number for how many times the multiplier effect works until the dollar leaves the community, however, common estimates range from 3 to 7 times.

As a result, tourism has been seen as the economic cornerstone of many communities around the world. While a thriving tourism industry can provide a better livelihood for local people, it should not, and cannot, be at the expense of the environment and local culture. Hence sustainable tourism is put forward in an aim to avoid the threats it poses. Sustainable tourism, in its purest sense, is an industry which attempts to make a low impact on the environment and local culture, while helping to generate income, employment, and the conservation of local ecosystems. It is

responsible tourism that is both ecologically and culturally sensitive.

At the new millennium, tourism is firmly established as the number one industry in many countries and the fastest growing economic sector in terms of foreign exchange earnings and job creation. International tourism is the world's largest export earner and an important factor in the balance of payments of most nations. And as well intercultural awareness and personal friendships fostered through tourism has become a powerful force for improving international understanding and contributing to peace among all the nations of the world.



New Words

tourism ['tuərizm] *n.* 旅行, 旅游, 观光

distinctly [di'stɪŋktli] *ad.* 清楚地; 明显地; 截然不同地; 独特地

phenomenon [fə'nɒmɪnən] *n.* 现象

emergence [i'mə:dʒəns] *n.* 出现

convergence [kən'vɜ:dʒəns] *n.* 会聚, 集中

burgeon ['bɜ:dʒən] *vi.* (迅速) 成长, 发展

availability [ə'veɪlə'bɪləti] *n.* 可用性; 有效性; 实用性

inexpensive [ɪnɪk'spensɪv] *a.* 便宜的, 不贵的

mode [məʊd] *n.* 方式, 模式; 样式

transportation [træns'pɔ:'teɪʃən] *n.* 运输, 运送

establishment [ɪ'stæblɪʃmənt] *n.* 建立, 成立

subsequent ['sʌbsɪkwənt] *a.* 随后的, 后来的; 继起的

sphere [sfɪə] *n.* 领域; 范围

expand [ɪk'spænd] *vi.* 扩大

global [g'lɒbəl] *a.* 球形的; 全球的, 全世界的

scale [skeɪl] *n.* 范围; 比例

industry ['ɪndəstri] *n.* 工业; 企业

regional ['ri:dʒənəl] *a.* 地区性的, 地域性的

reversibly [ri'veɪsɪbli] *ad.* 可逆地

benefit ['benɪfɪt] *vt.* 有益于, 有助于

generate ['dʒenəreɪt] *vt.* 产生, 创造

revenue ['revənju:] *n.* 国家的收入; 税收

coffer ['kɒfə] *n.* 保险箱

facility [fə'sɪləti] *n.* (常作 facilities) 设施, 设备

motel [məu'tel] *n.* 汽车旅馆

community [kə'mju:nɪti] *n.* 社区; 团队

employ [ɪm'plɔɪ] *vt.* 雇用; 用, 使用

foremost ['fɔ:məʊst] *a.* 最重要的; 主要的

stimulate ['stɪmjuleɪt] *vt.* 刺激, 激励

infrastructure [ɪnfrə'strʌktʃə] *n.* 基础设施, 基础建设

investment [ɪn'vestmənt] *n.* 投资

equalize [i:'kwəlaɪz] *vt.* 使相等; 补偿

culture-based ['kʌltʃə beɪst] *a.* 基于文化的

museum [mju:'zi:əm] *n.* 博物馆, 博物院

multi-faceted ['mʌlti 'fæsɪtɪd] *a.* 涉及多方面的

catering ['keɪtərɪŋ] *n.* 公共饮食业

entertainment [entə'teɪnmənt] *n.* 款待; 娱乐; 娱乐表演

recreation [ˌrekri'eɪʃən] *n.* 消遣; 娱乐

accommodation [ə,kɒmə'deɪʃən] *n.* 膳宿

casino [kə'si:nəu] *n.* 娱乐场; 赌场

heritage ['herɪtɪdʒ] *n.* 遗产; 继承权; 传统

gaming ['geɪmɪŋ] *n.* 赌博; 赌胜负

well-being [wel'bi:ɪŋ] *n.* 康乐, 安宁; 福利

graft [grɑ:ft] *n.* 嫁接; 移植

engine ['endʒɪn] *n.* 发动机; 机车, 火车头

upgrade ['ʌp,greɪd] *vt.* 使升级; 提升

brand [brænd] *n.* 商标, 牌子

creativity [kri:ei'tɪvəti] *n.* 创造力; 创造性

synergetic [sɪnə'dʒetɪk] *a.* 协同的, 协作的; 协同作用的

incorporate [ɪn'kɔ:pəreɪt] *vt.* 合并; 一体化

domestic [də'mestɪk] *a.* 家庭的; 国内的

improve [ɪm'pru:v] *vt.* 改善, 改进

match [mætʃ] *vt.* 匹配, 相配

diversify [dai'və:sɪfaɪ] *vt.* 使多样化; 变化

signify ['sɪnɪfaɪ] *vt.* 表示; 意味

fulfill [ful'fɪl] *vt.* 履行; 实现; 完成(计划等)

contribution [kɒntri'bju:ʃən] *n.* 贡献; 捐献

concept ['kɒnsept] *n.* 观念; 概念

income ['ɪnkʌm] *n.* 收入, 收益

consumption [kən'sʌmpʃən] *n.* 消费

initial [ɪ'nɪʃəl] *a.* 最初的; 词首的

attendant [ə'tendənt] *n.* 服务员

tourist ['tuərist] *n.* 旅行者, 旅游者

cornerstone ['kɔ:nə.stəʊn] *n.* 基础; 基石

thrive [θraɪv] *vi.* 兴旺, 繁荣

livelihood ['laɪvlihud] *n.* 生活, 生计

environment [ɪn'veɪrənmənt] *n.* 环境; 外界

employment [ɪm'plɔɪmənt] *n.* 雇用; 工作; 职业

sustainable [sə'steɪnəbl] *a.* 可持续发展的

conservation [kɒnsə'veɪʃən] *n.* 保护; 保持; 保存

ecosystem ['i:kəʊ.sɪstəm] *n.* 生态系统

ecologically [i:kə'lɒdʒɪkli] *ad.* 生态地

sensitive ['sensətɪv] *a.* 敏感的; 灵敏的

millennium [mi'leniəm] *n.* 一千年

foster ['fɒstə] *vt.* 养育, 培植; 促进



Phrases and Expressions

attribute... to... 归因于

view as 认为; 把……看作是

contribute to 贡献

commercial airlines 商业航空公司

jet aircraft 喷气式飞机

account for 说明……的原因

be aware of 知道, 明白; 意识到

tax revenue 税收

sales tax 销售税
have dependency on 依靠; 信赖
a host of 一大群, 许多
cultural heritage resources 文化遗产资源
impact on 影响
gas station 加油站
be expected to 期待, 盼望, 指望; 预期
serve as 充当……
be determined by 由……决定
leisure time 空闲, 空闲时间
due to 因为; 由……引起
be related to 与……相关的; 与……有关系

multiplier effect 乘法效应, 倍增效应
local economy 地方经济
at the expense of 以……为代价, 在损害……的情况下
attempt to do sth. 企图做某事, 尝试做某事
be established as 被确定为
in terms of 在……方面; 根据, 按照
balance of payments 贸易差额, 国际收支, 收支差额
intercultural awareness 跨文化意识



Abbreviations

WW II (World War Two) 第二次世界大战
WTTC (The World Travel and Tourism Council) 世界旅游业理事会

IT (Information Technology) 信息技术

Notes

- 1 Historians have traced the emergence of tourism to industrial England, attributing its growth to the burgeoning of a “middle class” and the availability of inexpensive modes of transportation...

本句中, trace... to... 的意思是“上溯, 追溯到”。attributing its growth to... 为现在分词短语作原因状语。

- 2 Its central goal is to work with governments to realize the full potential economic impact of the world’s largest generator of wealth and jobs.

本句中, to work with governments 是一个动词不定式短语, 作表语。动词不定式短语 to realize the full potential economic impact of the world’s largest generator of wealth and jobs 作目的状语, 修饰 to work with governments。

- 3 ... it stimulates enormous investment in infrastructure, most of which helps to improve the living conditions of local people as well as tourists.

本句中, most of which helps to improve the living conditions of local people as well

as tourists 是一个由 most of + 关系代词引导的定语从句，修饰先行词 infrastructure。as well as 表示“也、又”之意。

注意：most 也可换成其他名词或代词，如：many, some, a lot, all 等。如果先行词是物时，用 which；如果先行词是人时，用 whom。请看下例：

He has visited many places in the world, some of which are in Europe.

This travel agency has several tour guides, all of whom are dedicated.

- 4 While a thriving tourism industry can provide a better livelihood for local people, it should not, and cannot, be at the expense of the environment and local culture.

本句中, while 为连词, 意思是“虽然”。短语 at the expense of 意为“以……为代价, 在损害……的情况下”。

- 5 It is responsible tourism that is both ecologically and culturally sensitive.

本句是一个强调句型：It is + 所强调的部分 + that...。所强调的部分 responsible tourism 在句中作主语。

注意：在 It is + 所强调的部分 + that... 句型中，所强调的部分是主语时，该主语可以是人，也可以是物。是人时，既可以用 who 也可以用 that。但是，如果强调的是时间或地点时，则只能用 that，而不能用 when 或 where。

请看下例：

It was the manager of the travel agency that/who told them the news.

It was in China that they met for the first time.



Exercises

EX. 1 Answer the following questions.

1. What has given the first push to the great development of tourism?
2. In what aspects has tourism made contributions to the society?
3. Could you explain “multiplier effect”?
4. What is sustainable tourism according to your understanding?
5. Please explain with examples how tourism benefits the economy of the city you are living in.

EX. 2 Write out the English words according to the definitions given below.

definitions	words
the business of providing services, such as transport, places to stay or entertainment, for people who are on holiday	
to take goods or people from one place to another	
the income that a government or a company receives regularly	

(continued)

definitions	words
a hotel by the side of a road, usually with spaces for cars next to each room	
the business of serving food	
a period of 1,000 years	
making or becoming larger	
world-wide	
the people living in one place, district or country, considered as a whole	
the way of using nature products so that no damage is caused to the environment	

EX. 3 Complete the following sentences with appropriate words or expressions from the text.

1. Tourism is a great source of tax _____.
2. Tourism employs about _____ out of every _____ workers in the world.
3. Tourism stimulates enormous investment in _____.
4. Tourism is a _____ industry, which is supported by many other smaller industries.
5. A tourism industry with a _____ is expected to become the strongest industry in the region.
6. One important reason for further developing tourism in a country is that there is a great need for leisure and cultural activities to improve _____.
7. _____ signifies that every dollar spent by a tourist circulates in the community a number of additional times before it leaves the community.
8. _____ is put forward in an aim to avoid the threats the tourism poses.

EX. 4 Translate the following sentences into Chinese.

1. Historians have traced the emergence of tourism to industrial England, attributing its growth to the convergence of a burgeoning “middle class” and the availability of inexpensive modes of transportation such as trains, automobiles and steamships. With the post-WW II establishment of commercial airlines and the subsequent development of jet aircraft, the sphere of tourism rapidly expanded to a global scale.
2. The tourism industry accounts for more than \$3 trillion in global spending every year and employs about one out of every ten workers in the world.
3. A tourism industry with a cultural basis is expected to become the strongest industry in the region.

4. Sustainable tourism, in its purest sense, is an industry which attempts to make a low impact on the environment and local culture, while helping to generate income, employment, and the conservation of local ecosystems.
5. At the start of the new millennium, tourism is firmly established as the number one industry in many countries and the fastest growing economic sector in terms of foreign exchange earnings and job creation.

Part Three Text B

Tourism in China

China is a vast land, rich in tourism resources. It comes out in front in the world in scenic spots and historical sites, spectacular landscapes, and colorful and varied national customs. At present, there are two major tour routes in China: One is the “S”-shaped traditional tour route, containing famous political and cultural cities such as Beijing, Xi’an, Shanghai, Suzhou and Hangzhou; the other one is the crescent-shaped tour route containing coastal open regions, such as the Liaodong and Shandong peninsulas and the Yangtze and Pearl River deltas.

Following the “S”-shaped tour route, tourists may climb the Badaling Great Wall and visit the Imperial Palace and Temple of Heaven in Beijing, and view the Terra Cotta Warriors and Horses excavated from the Mausoleum of the First Qin Emperor, the Stele Forest and the Great Wild Goose Pagoda in Xi’an, wander along the bustling Bund and Nanjing Road and through the Pudong New Zone in Shanghai, enjoy Suzhou’s gardens and the sights of the West Lake in Hangzhou. Following the crescent-shaped tour route, visitors may get some idea of the enormous changes which have taken place in the open coastal cities since the initiation of reform and opening to the outside world, and appreciate the charming seaside areas in North and South China. Moreover, the coastal towns all have holiday villages and various recreation facilities.

With so many attractions, China is sure one of the most attractive tourism attractions in the world. Furthermore China has tried hard to develop this industry and attract tourists.

Ever since the policy of opening and reform was adopted in 1978, the tourism industry in China, thanks to the great importance attached by the governments at various levels, has become a new but most dynamic and potentially strong factor in the tertiary industry. It has been serving as a new growth point in China’s national economy. And in many parts of the country, tourism has been regarded as a pillar, superior or priority industry in bringing up the local economic development. The position of tourism in the national economy continues to be enhanced and upgraded.

From January 2015 to June 2015, China reported 123.6 million tourist arrivals from overseas. Major sources of tourists include Korea, the Philippines, Indonesia, Thailand, Malaysia,