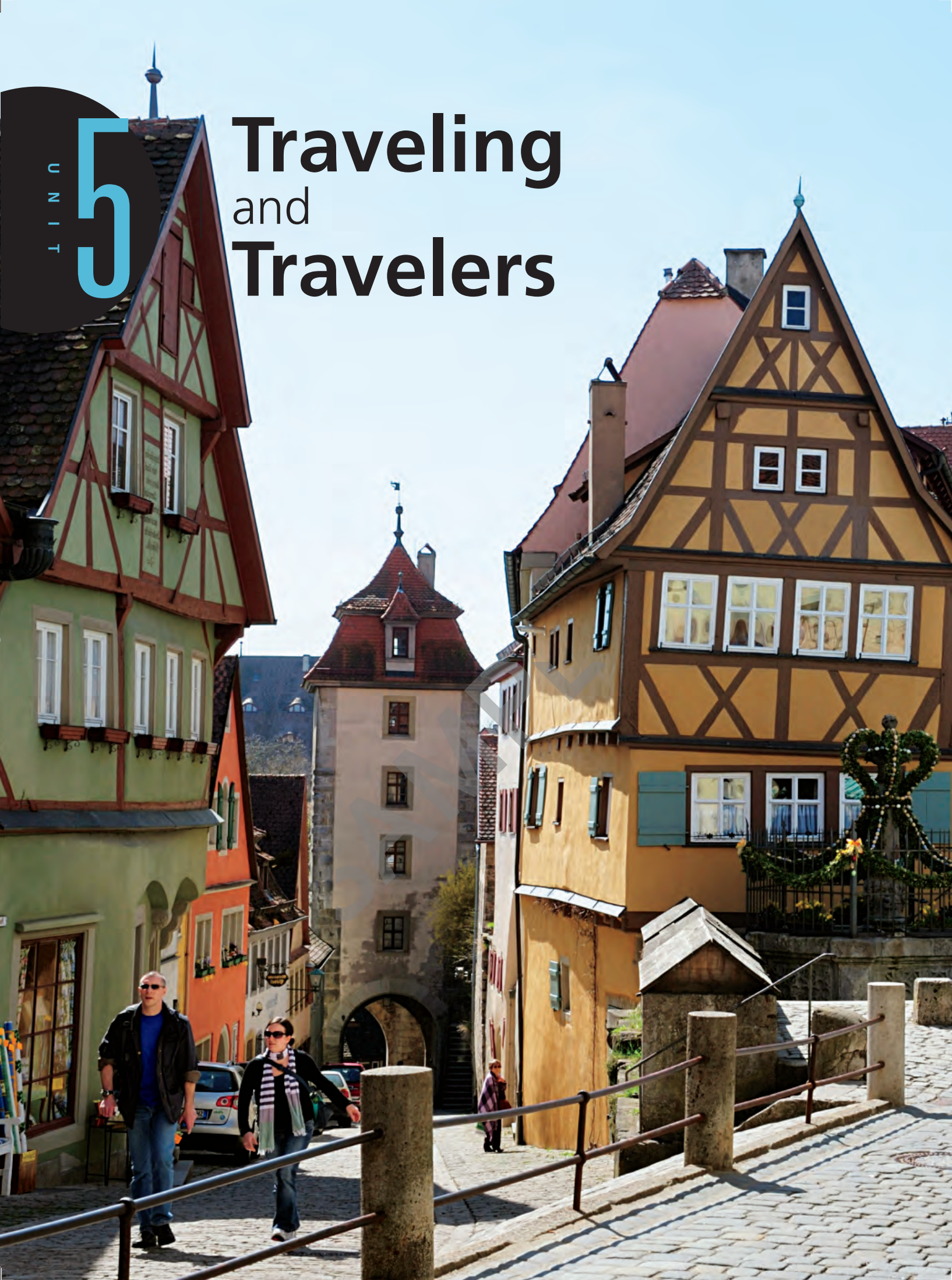


UNIT

5

Traveling and Travelers





1

Warm-up

The following are four pictures about different ways of traveling. Work in pairs and discuss which one you like most and why.



Package tour



Backpacking



Personalized tour



Couchsurfing

2

Listening and Speaking

1 The benefits of traveling

WORDS AND EXPRESSIONS

ponder /'pɒndə/	v. 仔细考虑, 深思
disconnect /,dɪskə'nekt/	v. (使)分离, (使)脱离
relaxation /,rɪ'læks'eɪʃn/	n. 放松, 消遣
recharge /rɪ:'tʃɑ:dʒ/	v. 给(电池)充电
invigorated /ɪn'vɪgə'reɪtɪd/	a. 生气勃勃的, 精神焕发的
skinny /'skɪni/	a. 极瘦的, 皮包骨头的
spice /speɪs/	n. 香料
exotic /ɪg'zɒtɪk/	a. 异国风情的
resourcefulness /rɪ'zɔ:sflɪnɪs/	n. 足智多谋, 机智
embrace /ɪm'breɪs/	v. 欣然接受
erase /ɪ'reɪz/	v. 消除, 除去
cement /sə'ment/	v. 加强, 巩固(关系、看法等)
nostalgic /nɒ'stældʒɪk/	a. 留恋过去的, 怀旧的



Listening and understanding

1 Traveling can be a fun way to gain life experiences. It can bring tons of benefits to us. Now listen to a talk and fill in the blanks with what you hear.

Benefits of traveling

- Traveling gives us the opportunity to disconnect from 1) _____.
- Another great benefit is the 2) _____ you get.
- Traveling increases 3) _____ and widens 4) _____.
- New experiences of traveling increase 5) _____.
- When traveling with friends or family, it creates 6) _____.

2 Listen to the talk again and complete the summary with what you hear.

I believe it's very important to see the world and different cultures. It lets us open 1) _____ to new things and we get to experience life in different ways.

While traveling, we get to forget our 2) _____ for weeks and figure out things that we would not have understood without the 3) _____ traveling gives us. Traveling also allows us to live life 4) _____ and enjoy a 5) _____ with ourselves. Traveling gives us a new perspective on life and can help us change some of our habits or even 6) _____. People who travel a lot in life are ready to embrace 7) _____ and have a natural ability of 8) _____ that others would frown upon. Traveling also creates happy memories which can be cherished throughout our life. Whenever we feel nostalgic, we can take an hour of our life and 9) _____ again by looking at the pictures taken during the trip.

My advice is that you take a trip and experience 10) _____ if you have some time off.

Thinking and speaking

3 You have heard a talk about the benefits of traveling. Read the following quotes about traveling and work in groups to discuss which ones you agree with and which you disagree with and why.

- Travel is fatal to prejudice, bigotry (偏执), and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of men and things cannot be acquired by vegetating (呆板地生活) in one little corner of the Earth all one's lifetime. —Mark Twain
- When preparing to travel, lay out all your clothes and all your money. Then take half the clothes and twice the money. —Susan Heller
- Please be a traveler, not a tourist. Try new things, meet new people, and look beyond what's right in front of you. Those are the keys to understanding this amazing world we live in. —Andrew Zimmern
- No man should travel until he has learned the language of the country he visits. Otherwise he voluntarily makes himself a great baby – so helpless and so ridiculous. —Ralph Waldo Emerson



2 Traveling: Travel agent or not?

WORDS AND EXPRESSIONS

route /raʊt/	v.	安排旅行路线
itinerary /aɪ'tɪnərəri/	n.	旅行计划
crop up		突然地出现
membership /'membəʃɪp/	n.	会员身份, 成员资格
territory /'terətri/	n.	领域
executive /ɪg'zekjʊtɪv/	a.	执行的
godsend /'gɒd,send/	n.	天赐之物
mileage /'maɪlɪdʒ/	n.	英里数, 英里里程
flier /'flaɪə/	n.	飞机乘客
snag /snæg/	v.	抓住 (机会等)
seasoned /'si:znd/	a.	成熟的, 老练的
road warrior	n.	经常旅行的人
premium /'pri:mɪəm/	n.	附加费
priority /praɪ'brəti/	n.	优先 (权)
amid /ə'mɪd/	prep.	在...中
penetration /,penə'treɪʃn/	n.	(产品在某地区) 打入市场的程度
outlier /'aʊtlɑ:ə/	n.	(排除在团体以外的) 外人
retiree /rɪ,tɑ:ə'ri:/	n.	退休者
greenhorn /'grɪ:n,hɔ:n/	n.	生手, 新手
undeniable /,ʌndɪ'naɪəbl/	a.	确凿无疑的

PROPER NAMES

Nicki Fung	(人名) 妮基·冯
Cathay Pacific	国泰航空
Christine Chiu	(人名) 克里斯蒂娜·基乌
Shalom Travel	平安旅行社
Kenya /'kenjə/	肯尼亚 (东非国家)
Travel Industry Council	(中国香港) 旅游业议会
Joseph Tung	(人名) 约瑟夫·唐
Bangkok /'bæŋkɒk/	曼谷 (泰国首都)
Mike Chan	(人名) 迈克·钱
Charmaine Wai /,ʃɑ:mɛɪn 'waɪ/	(人名) 夏尔曼·万
INSEAD	欧洲工商管理学院
Douglas Quinby /,dɒgləs 'kwɪnbɪ/	(人名) 道格拉斯·昆比

NOTES

Agoda (安可达), based in Thailand, and **Zuji** (足迹), Hong Kong, China, are both online travel agencies.

Vericant (维立克) is an education company that helps interview Chinese applicants for some American and Canadian private high schools.

Phocuswright is a travel industry research authority on how travelers, suppliers and intermediaries connect. Independent, rigorous and unbiased, it provides the answers one needs to make smart decisions.

MakeMyTrip and **Cleartrip** are Indian travel agencies offering online booking services like China's Ctrip (携程).

Listening and understanding

1 With the development of technology, many people are planning their trips via the Internet. But do travel agents now mean nothing? Now listen to a news report and choose the best answer to each of the questions you hear.

- 1 A. The favorable price she offers. B. The complex itineraries she makes.
C. Her ability to think ahead for clients.
D. Her ability to handle last-minute schedule changes.
- 2 A. 1,683. B. 1,568. C. 1,863. D. 1,658.
- 3 A. Convenience. B. Saving time.
C. Personalized service. D. Extra mileage.
- 4 A. Green Travel. B. Shalom Travel.
C. China's Ctrip. D. India's MakeMyTrip.
- 5 A. Japan has the largest number of local travel websites.
B. Twenty-five percent of Americans use the Internet for their holiday planning.
C. China leads the Asia-Pacific region in terms of online bookings.
D. There are more online bookings in Asia-Pacific than in the rest of the world.
- 6 A. China. B. India. C. Japan. D. South Korea.

2 Listen to the news report again and complete the table with what you hear.

	Advantages	Disadvantages	Current condition
Traditional travel agents	<ul style="list-style-type: none"> They think ahead for clients. They help to monitor 1) _____, handle 2) _____. They also help to piece together 3) _____ itineraries. They give clients convenience, save their 4) _____, and offer personalized service. 	They don't necessarily find 5) _____.	The number of new travel agencies has been steadily increasing over recent years.
Online booking agencies	They not only allow people to pick 6) _____, but also their 7) _____.		Generally, more travelers are turning to 8) _____ for their holiday planning: <ul style="list-style-type: none"> Asia-Pacific: The number of online bookings is growing 9) _____ as fast as the overall travel market. Japan: As an early adopter of e-commerce, it 10) _____ in online bookings. China and India: Markets are growing quickly. South Korea and China's Hong Kong: They are 11) _____ of the online booking.

Thinking and speaking

3 Read the following sentence from what you heard. Work in pairs and discuss the possible reasons for this phenomenon.

South Korea and China's Hong Kong which have high Internet penetration rates in the world are outliers.

3 Barcelona, a traveler's delight

WORDS AND EXPRESSIONS

convert /kən'vɜ:t/	v. (使)转变, (使)转换
scooter /'sku:tə/	n. 轻骑, 小型摩托车
off the beaten path	鲜有人涉足的
waffle /'wɒfl/	n. 华夫饼
shot /ʃɒt/	n. (烈酒的)少量
massive /'mæsɪv/	a. 巨大的
parade /pə'reɪd/	n. 游行
souvenir /,su:və'nɪə/	n. 纪念品

PROPER NAMES

Barcelona /,bɑ:sɪ'ləʊnə/	巴塞罗那 (西班牙港市)
Catalan /'kætəlæn/	n. 加泰罗尼亚语
Segway /'segweɪ/	n. 平衡车 (一种电力驱动、具有自我平衡能力的个人用代步工具)
Port Olímpic	奥林匹克港 (巴塞罗那奥运会帆船项目比赛地)
UNESCO (United Nations Educational, Scientific and Cultural Organization)	联合国教科文组织



NOTES

Chupitos is an animated bar, specializing in creative, over-the-top shots with equally dramatic bar service.

La Sagrada Família (圣家族大教堂) is a massive Roman Catholic church under construction in Barcelona, Spain. Construction began in 1882 and continues to this day. Originally designed by Antoni Gaudí, who worked on the project for over 40 years, devoting the last 15 years of his life entirely to the endeavor, the project is scheduled to be completed in 2026. On the subject of the extremely long construction period, Gaudí is said to have remarked, "My client is not in a hurry."

Barrio Gótico (哥特区), also called the Gothic Quarter, is the center of the old city of Barcelona.

La Rambla (兰布拉大街) is an iconic and busy street in central Barcelona. It is often the first landmark that most tourists identify with the city. It is a central boulevard which cuts through the heart of the city center and is a vibrant and lively place.

Listening and understanding

1 Barcelona, with its distinctive customs and exotic atmosphere, is a popular holiday destination. Now listen to a talk and number the places in the order you hear.

- _____ Barrio Gotico
- _____ Chupitos
- _____ La Rambla
- _____ Port Olímpic
- _____ La Sagrada Familia

2 Listen to the talk again and complete the note with what you hear.

BARCELONA

General introduction: 1) _____ city in Spain

Official languages: Catalan and 2) _____

Currency: 3) _____

Best tourist month: 4) _____

Best food: waffle and 5) _____

Entertainment:

- 6) _____: head to Port Olímpic
- 7) _____: Chupitos
- 8) _____: UNESCO World Heritage Sites
- 9) _____ and parades

Travel tips:

- Most but not all shopping malls will be closed on 10) _____ in Barcelona.
- Avoid souvenirs from areas like Barrio Gotico and La Rambla.
- Head to the 11) _____ for small fashion and souvenir shops.



Thinking and speaking

3 You've listened to the talk about Barcelona and learned about what aspects should be covered when it comes to introducing a tourist area. What other factors should also be included in such an introduction? Add them to the list you've got in Exercise 2.

3

Viewing and Speaking

1 Couchsurfing

WORDS AND EXPRESSIONS

embark /ɪm'ba:k/ on	v. 开始, 着手
location /ləu'keɪʃn/	n. 位置, 地点
scheme /ski:m/	n. 计划, 方案
surcharge /'sɜ:tʃɑ:dʒ/	n. 附加费
collapse /kə'læps/	n. 瓦解, 倒闭
money-conscious /,mʌni 'kɒnʃəs/	a. 有金钱意识的
premise /'premis/	n. 前提
hospitality /,hɒsprɪ'tæləti/	n. 好客, 殷勤
hostel /'hɒstl/	n. 青年旅舍, 招待所
fascinating /'fæsɪneɪtɪŋ/	a. 迷人的, 有极大吸引力的
option /'ɒpʃn/	n. 选择, 供选择的东西

PROPER NAMES

Michelle Hussain /hu'seɪn/	(人名) 米歇尔·侯赛因
Howard Johnson	(人名) 霍华德·约翰逊
Shintarō /ʃɪn'tɑ:rəu/	(人名) 信太郎



NOTES

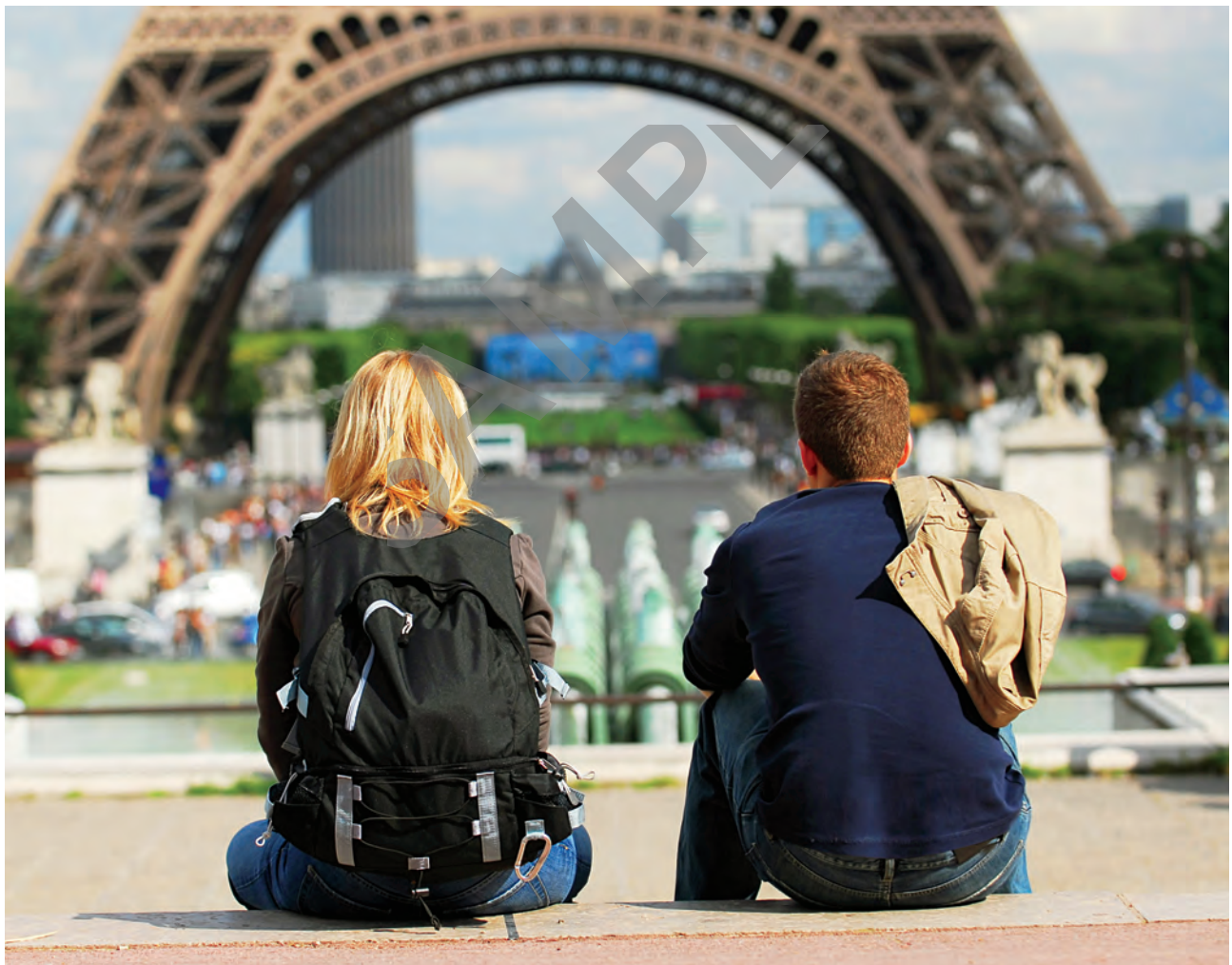
Bebo is a social networking website launched in 2005. Bebo now calls itself “a company that dreams up ideas for fun social apps” and Joe Mbu, the man behind the Bebo relaunch, has confirmed that the site will not be returning as a social network but as a company that makes social apps.

Shibuya (涩谷区) is a special ward in Tokyo, Japan. The name “Shibuya” is also used to refer to the shopping district which surrounds Shibuya Station, one of Tokyo’s busiest railway stations. This area is known as one of the fashion centers of Japan, particularly for the young people, and as a major nightlife area.

Viewing and understanding

1 With the rising cost of holidays, many money-conscious backpackers are turning to couchsurfing. But how does it work? Now watch a video clip and decide whether the statements are true or false. Write "T" for "true" and "F" for "false".

- ___ 1 Global backpacking trip is not easy now due to economic reasons.
- ___ 2 To be a couchsurfer, one needs to post personal details on social networking sites like Bebo or Facebook.
- ___ 3 People participate in couchsurfing for charitable reasons.
- ___ 4 People signing up to couchsurfing websites average 10,000 every week.
- ___ 5 In general, couchsurfing applies to Western travelers.
- ___ 6 Brian from London is traveling through Europe as part of a round-the-world trip.
- ___ 7 Brian decided to try couchsurfing because he couldn't afford a trip otherwise.
- ___ 8 A night in an average hotel in Tokyo may cost about 150 pounds.
- ___ 9 Shintarô does not think safety should be a concern in putting up complete strangers.



2 Watch the video clip again and complete the sentences with what you hear.

- 1 Now, it's not the easiest time to embark on a global backpacking trip. There is less _____ these days and the cost of international travel _____. So you need to be _____ and one of the big phenomena of recent years is couchsurfing, online networks that link you up with someone in _____, willing to let you stay in their home _____.
- 2 According to recent headlines, the era of cheap travel is over. _____ fuel surcharges and the _____ is (are) increasing the cost of holidays.
- 3 Much like any of the other social networking sites like Bebo or Facebook, you post your details online for other members to _____. People will then request to stay at your home _____. You participate in the hope that one day one of the community (communities) will _____.
- 4 We have been _____ by how, how much couchsurfing has grown, but at the same time, when you realize that couchsurfing can apply to _____ around the world, the potential for growth is _____.
- 5 I decided to try couchsurfing because I met other couchsurfers traveling all across the world and to me it presented a _____. You save a little bit of money, but really what you get is a _____, the hospitality and you really get a _____ for the city as opposed to just staying at a hostel or a guest house or a hotel or something.
- 6 The great thing about hosting Brian is he has now given me a _____, which allows me to go couchsurfing in one of the world's _____.
- 7 Shintarô is a 21-year-old student. He's offered to put me up for one night sleeping on a traditional _____ in his living room.
- 8 Couchsurfing with Shintarô has proven _____. Not only have I had _____ into Japanese culture, but I've also managed to save so much needed yen. So with the savings I've made, I can now go out and _____ of this fascinating country.

Thinking and speaking

3 Read the couchsurfing-related criminal activities and discuss in groups whether you think couchsurfing should be encouraged. If you were a couchsurfer, what measures would you take to ensure your safety?

Leeds
incident

On March 5th, 2009 in Leeds, UK, a man threatened with death and raped a woman from Hong Kong, China who stayed at his place through the couchsurfing project. He was sentenced to 10 years in prison.

2013
Beijing and
Shanghai
incidents

A person “posing as a couchsurfer” was arrested in the Jing’an District of Shanghai on December 26th, 2013 after stealing goods from various hosts in Beijing and Shanghai.



2 Attracting the world to China

WORDS AND EXPRESSIONS

municipal /mju:'nɪsɪpl/	a. 市的, 市政的	fall for	对...倾心, 迷恋
woo /wu:/	v. 争取, 努力说服	charm /tʃɑ:m/	n. 魅力, 吸引力
imperial /ɪm'prɪəriəl/	a. 帝国的, 帝王的	bowl over	使某人惊叹, 让某人印象深刻
visible /'vɪzəbl/	a. 看得见的, 可见的	bland /blænd/	a. 枯燥乏味的
shroud /fraʊd/	v. 覆盖, 遮蔽	gear /gɪə/	v. 使适合于
swirl /swɜ:l/	v. (使)打旋, (使)打转	ethnic /'eθnɪk/	a. 民族的
compound /'kɒmpaʊnd/	n. 有围墙的房群, 大院	generate /'dʒenə'reɪt/	v. 产生, 创造
outbound /'aʊt,bəʊnd/	a. 向外的	propel /prə'pel/	v. 推动, 驱动
slowdown	n. 放慢速度, 减速	domestic /də'mestɪk/	a. 国内的, 本国的
lure /ljʊə/	v. 吸引		



Viewing and understanding

1 To attract foreign tourists, China has launched its global branding campaign. Now watch a video clip and choose the best answer to each of the questions.

- 1 What has happened to China's tourism market in recent years?
 - A. Fewer foreign visitors come to China.
 - B. Fewer Chinese visitors go to Europe and the US.
 - C. There is a slower increase in revenue from tourism industry.
 - D. There is a sharp decrease in the number of visitors to the Forbidden City.
- 2 How many foreigners visited China in the first seven months of 2013?
 - A. Nearly 5 million.
 - B. Nearly 7 million.
 - C. Nearly 9 million.
 - D. Nearly 15 million.
- 3 What are China's tourism authorities trying to do now?
 - A. To boost the domestic tourism market.
 - B. To attract foreign tourists from overseas.
 - C. To encourage more Chinese people to go abroad.
 - D. To launch a new campaign called "Beautiful China".

- 4 What is the percentage of China's GDP generated by tourism industry in 2011?
 - A. Nearly 5%.
 - B. Nearly 9%.
 - C. Nearly 14%.
 - D. Nearly 15%.

2 Watch the video clip again and answer the questions.

- 1 What does the interviewee in the video clip think of the branding campaign "Beautiful China"?
- 2 What is the effort made by tourism officials in Shandong Province?
- 3 Why does the female UK visitor like the southwest of China?

Thinking and speaking

Work in groups and discuss what other ways China could use to attract the world and improve her tourism industry.



4

Project

Promoting a tourist attraction in China

To promote tourist attractions in some areas and help the local economy, your class plans to hold a branding campaign named “Beauty to be found” as part of the national branding campaign of “Beautiful China”. Choose one tourist attraction and prepare a branding proposal.



1
STEP

2
STEP

Form groups

Form groups of four students.

Choose the place

Each student may have your own place in mind to introduce. Have a discussion with your group members and decide on one place to promote. During your discussion, you may need to give reasons to support your choice and persuade others to agree with you. The following expressions may be of help.

3
STEP

Useful expressions

Giving reasons:

- There are a hundred reasons why ...
- This is due to ...
- In my point of view, I like / prefer ... because ...
- We have good reason to ...

Persuading:

- My advice would be to ...
- Don't you think it would be better to ...
- I'd like to emphasize again that ...

Make a list

Make a list of the things that you would like to introduce about the place. You may refer to the list you've made in "Barcelona, a traveler's delight", and you could research the place online or in the library.

- General introduction: _____;
- Official language / dialect: _____;
- Best tourist month / season: _____;
- Best food: _____;
- Entertainment: _____;
- Festivals: _____;
- ...

Find the ways to promote the place

In "Attracting the world to China", you've learned some ways of attracting tourists to China. Brainstorm some ways and work out the best one(s) to attract people to your chosen place. You may make a research online or in the library.

Prepare a presentation

Prepare a presentation based on the previous steps. In order to make your presentation more attractive, add some appropriate photos to your PPT.

Give your presentation

Give the presentation to the class. After that, invite the audience to ask questions to get more information.

4
STEP

5
STEP

6
STEP