

1

Unit Tourism Industry



After learning the unit, you will be able to

- get a general idea about the tourism industry;
- learn the support industry of tourism industry;
- know how to write business letters in tourism.



Section I Background Information

1 | Travel and Tourism

Travel and tourism can be thought of as a manufacturing industry. It is the largest and the fastest growing industry in the world. Components, such as hotel rooms, meals, coach or airline seats, are sold to the public by retail travel agents, with representatives of the tour operator providing the after-sale service to the consumer.

Travel is a part of life in modern society. The British alone take something in the order of 21.5 million trips abroad each year and more than 50 million holidays, or short breaks are taken within the confines of the United Kingdom. Apart from the holiday business, however, the travel and tourism industry also affects our lives in many other ways. Visiting friends and relatives, attending family events, traveling for business purpose, attending conferences, and winning travel prizes in advertising campaigns or on television quiz shows are all parts of modern living. It is not surprising, therefore, that a vast, complicated industry exists to provide the facilities that make these journeys possible, convenient and very enjoyable.

Recent statistics indicate that in Great Britain alone, some 1.5 million people depend on the travel and tourism industry for their livelihoods. As far as Britain's economy is concerned, the tourism industry earns more in foreign currencies than any other industry, contributing more and more to the country's prosperity by means of this called invisible exports.

2 | Travel Agents

A travel agency may either be one of a chain of retail outlets or a single operation. The work of the larger agencies is often divided between different divisions, for example, counter service, business travel and foreign exchange. Some agencies limit their activities to arranging travel and holidays to a specific area, but most cater for a very much wider demand and fulfill all the functions associated with acting as intermediary between the providers of holidays, transport, accommodation etc, and the client.

Travel agency sales clerks take bookings on behalf of tour operators, sell tickets for travel, make hotel bookings, take payments from the public and give advice on types of holidays, methods of travel, passports, visas, travelers' checks, foreign currencies, etc. They need to have a good knowledge of the

products and destinations offered by the tour operating and travel companies. Managers and assistant managers are responsible for the day-to-day operation of branch offices. This includes staffing, marketing, accountancy, complaints, etc. Travel managers should have professional qualifications and experience. In a small agency, training will probably be on-the-job. Large companies may offer a training program.

Section II Speaking

1 | Presentation

Make a brief introduction about tourism.

- What is tourism?
- Why do people take part in tourism activities?
- How many components does tourism consist of?

2 | Role play

Work in pairs according to the instruction given in Cue Card A & B.

Cue Card A

Situation: A tourist and a manager of a travel agency are talking about the motivations for travel.

Speaker A: You are the tourist and you come to the travel agency for information about travel.

Tips for speaking

- Why do people travel much more than before?
- What are the internal factors resulting in the desire to travel?
- What are the external motivating factors?

Cue Card B

Situation: A tourist and a manager of a travel agency are talking about the motivations for travel.

Speaker B: You're the manager and you give the tourist some ideas on the reasons for travel.

Tips for speaking

- People are spending more time and money on both domestic and international tours.
- Travel helps increase your knowledge and broaden your view, mind and experience.
- Both internal and external motivating factors influence the desire to travel.

3 | Case Discussion

Work in groups to discuss the following case and answer the questions.

Ensuring Security and Safety of Tourist Destinations

After several killings of foreign tourists in different locations in Florida from 1992 to 1994, European operators still decided to keep Florida in their programs, but gave their clients the opportunities of changing their previously booked holidays to other destinations in Florida. If their choice of places was more expensive, the clients could pay an additional amount of money. Many of their clients were happy with this opportunity. Tour operators themselves took some security measures for their clients. For instance, as the targets of attacks were tourists using rental cars to sleep in the night, tour operators booked a hotel near the airport for those clients who landed in Florida at night so they could rent a car early in the morning.

1. If you were a tour agent, what would you do if a popular tourist destination faces a possible threat to tourists' lives? Do you choose to cancel this destination from the program, or do you have any other options?
2. What do you think of the European counterparts' way of dealing with this problem?
3. What else do you know about the major threats and safety hazards of a tourist destination nowadays?
4. What measures can be taken to ensure the security and safety in tourist destination?

Section III Reading

Text A

Tourism Industry

Tourism is a **multifaceted** industry, which is supported by many other smaller industries such as **accommodations**, travel agencies, **convention** center, **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.

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 than most other industries throughout all levels of local, national, regional and international economies.

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.

Tourism **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 over-crowded cities.

Based on the historical leaping over from a country with only rich tourist resources to an important tourist country in Asia over the past 20 years, China will continue to develop itself from an important tourist country in Asia to the one in the world after another 20 years of efforts.



The State continued to **foster** tourism as a new economic growth point, with holiday tourism developing **vigorously** and going to the standard. The State Council¹ and various related departments paid great attention and gave support to the development of tourism. In 1999, the State Council issued the “Methods for Having Days Off for Annual Festivals and Commemoration Days Throughout the Country”, which promoted the formation of three gold tourism weeks centering around National Day, May Day and Spring Festival. The National Holiday Tourism Ministry-Commission for Coordination Meeting System was founded. It is composed of 14 state ministries and commission, the State Development Planning Commission², the State Economic and Trade Commission³, the Ministry of Public Security⁴, etc. The Coordination Meeting Office (or called “National Holiday Office”)⁵ is located in building of CNTA⁶. The establishment of the coordination meeting has played a positive role in effectively guiding the tourists’ demands for tourism, and ensuring the supply and demand for holiday tourism.



Tourism **boosts** through science and technology, with focus on the construction of e-business projects in tourism industry, known as “Gold Tour Project”. Based on the existing computer network, new input was made, thus forming a new e-business network for tourism. At the same time, the government also organized forces to conduct follow-up survey on new tourist programs such as “Flexi-Holiday Vacation”⁷ and “Holiday Vacation with Salary Paid”⁸ which had produced influence on domestic tourist markets.

Various **localities** took measures encouraging and promoting the development of tourism industry. Policy-related documents on promotion of the development of tourism were issued by government of some provinces and major tourist cities. Besides, some provinces and cities, **proceeding** from local conditions, introduced innovative activities to promote the development of tourism.

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.

(711 words)

NEW WORDS AND EXPRESSIONS

multifaceted [ˌmʌltɪfæʃəˈtɪd] *adj.* containing many different aspects, features, or qualities 多方面的

accommodation [əˌkɒməˈdeɪʃən] *n.* room and board; lodgings 膳宿, 住房

convention [kənˈvenʃən] *n.* a formal meeting of members, representatives, or delegates, as of a political party, fraternal society, profession, or industry 会议, 大会

casino [kəˈsiːnəʊ] *n.* a public room or building for gambling and other entertainment 娱乐场, 赌场

gaming [ˈɡeɪmɪŋ] *n.* the business of gambling, especially when it is legal 赌博

heritage [ˈherɪtɪdʒ] *n.* the art, buildings, traditions, and belief that a society considers important to its history and culture 遗产

well-being *n.* the state of being healthy, happy, or prosperous 福利

generate [ˈdʒenəreɪt] *v.* to bring into being 形成, 造成

revenue [ˈrevənjuː] *n.* the income of a government from all sources appropriated for the payment of the public expenses 税收

coffer [ˈkɒfə] *n.* a large strong box used for keeping valuable things in, especially in the past 保险箱

stimulate [ˈstɪmjuleɪt] *v.* to encourage something to happen, develop or improve 刺激; 鼓励

infrastructure [ˌɪnfərˈstrʌktʃə] *n.* the basic facilities, services such as transportation and communications systems, water and power lines 基础设施

equalize [ˈiːkwəlaɪz] *v.* to make something the same in size, amount, or importance for everyone in a place or for all the members of a group 使均衡、平衡

rural [ˈrʊərəl] *adj.* relating to the countryside, or in the countryside 农村的, 田园的

foster [ˈfɒstə] *v.* to help something to develop over a period of time 培养, 扶植, 促进

vigorous [ˈvɪɡərəs] *adj.* strong, energetic, and active in mind or body 精力充沛的, 精神饱满的

boost [bu:st] *v.* to help something to increase, improve, or become more successful 促进; 提高; 支援

locality [ləʊkæləti] *n.* a particular neighborhood, place, or district 地区, 地点, 现场

proceed [prə'si:d] *v.* to continue to happen 开始; 发生

cornerstone ['kɔ:nəstəʊn] *n.* something important on which something else depends 基础, 要素

thriving [θraɪvɪŋ] *adj.* very successful 兴旺的, 繁荣的

livelihood [laɪvlihʊd] *n.* something such as your work that provides the money that you need to live 生计, 营生

sustainable [sə'steɪnəbəl] *adj.* capable of continuing for a long time at the same level 可持续的, 可支撑的

conservation [kɒnsə'veɪʃən] *n.* the management of land and water in ways that prevent it from being damaged or destroyed 保存; 保护

ecologically [i:kə'lɒdʒɪkli] *adv.* with respect to ecology 生态学地

PROPER NAMES AND USEFUL EXPRESSIONS

1. The State Council 国务院
2. The State Development Planning Commission 国家发展计划委员会 (现为国家发展和改革委员会 National Development and Reform Commission)
3. The State Economic and Trade Commission 国家经济贸易委员会 (负责贸易的部门现已归入商务部)
4. The Ministry of Public Security 公安部
5. The National Holiday Office 全国假日办公室
6. CNTA: The China National Tourism Administration 中国国家旅游局
7. Flexi-Holiday Vacation 弹性休假
8. Holiday Vacation with Salary Paid 带薪休假



Notes:

1. 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. (Para. 1) 旅游业对社会经济福利的影响在于它对一系列次级和支柱产业上的经济贡献。
本句为复合句, 主句为 The way is by the amount of money. 其中主语为 The way that tourism impacts on the community's economic well-being, 其结构为

名词the way + that引导的同位语从句；定语从句it generates for a host of secondary or support industries，修饰the amount of money。

2. Tourism stimulates enormous investment in infrastructure, most of which helps to improve the living conditions of local people as well as tourists. (Para. 4) 旅游业也刺激了对社会基础设施的巨大投资，其中大多数投资提高了当地人以及旅游者的生活条件。

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，表示的意思是most of the infrastructure helps to improve the living conditions of local people as well as tourists。

3. Based on the historical leaping over from a country with only rich tourist resources to an important tourist country in Asia over the past 20 years, China will continue to develop itself from an important tourist country in Asia to the one in the world after another 20 years of efforts. (Para. 5) 基于在过去的20年中，中国从一个旅游资源大国一跃成为亚洲重要的旅游国家，在未来的20年，中国会继续从亚洲重要的旅游国家发成为世界级重要的旅游国家。

本句主干为China will continue to develop itself from an important tourist country in Asia to the one in the world after another 20 years of effort. 主句的主语为China，谓语为will continue to develop，宾语为itself；句中based on the historical leaping... over the past 20 years为过去分词短语作状语。

4. Tourism boosts through science and technology, with focus on the construction of e-business projects in tourism industry, known as "Gold Tour Project". (Para. 7) 旅游业的兴旺依赖于科学技术，即以旅游业电子商务工程建设为重点的“黄金旅游计划”。

本句主语为tourism，谓语动词为boost，through science and technology为方式状语；with focus on the construction of e-business projects in tourism industry为伴随状语，起补充说明的作用。

5. Based on the existing computer network, new input was made, thus forming a new e-business network for tourism. (Para. 7) 基于现有互联网所进行的新投入，就形成了新的旅游电子商务网络。

本句中based on the existing computer network为过去分词短语作状语；thus引导的现在分词短语为结果状语，其意义为“从而形成了新的旅游业的电子商务网络”。

6. It is responsible tourism that is both ecologically and culturally sensitive. (Para. 9) 这种负责任的旅游业具有保持生态环境和文化性的双重敏感性。

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。国际旅游协会将生态旅游定义为“具有保护自我环境和维护当地人民福利的双重责任的旅游活动”, 从这个意义上讲, 生态旅游又可称为责任感旅游 (Responsible Tourism)。

READING COMPREHENSION

Task 1 Choose the best answer.

1. What has given the first push to the great development of tourism?
 - A. Related departments paid great attention.
 - B. Gold tourism week.
 - C. Reform and opening.
 - D. Rich tourism resources.
2. Which one is NOT the contribution that tourism has made to the society?
 - A. Job creation.
 - B. Cultural diversity.
 - C. Local condition.
 - D. Increase the income.
3. What is sustainable tourism?
 - A. It makes a low impact on the environment and local culture.
 - B. It generates income and employment.
 - C. It creates an important source of tax revenue.
 - D. It makes little influence on domestic tourist markets.
4. What's the future of Chinese tourism?
 - A. From an important tourist country in Asia to the one in the world.
 - B. From an important tourist country in Asia to the No. 1 in the world.
 - C. The number of inbound tourist will fall down.
 - D. The number of international tourist growing promptly.
5. What is the influence of the casino to a city?
 - A. It will ruin a city's fame.
 - B. The city will get profit from it.
 - C. It will make people of this city like gaming.
 - D. It will make the city out of order.

Task 2 Find the right definition in Column B that matches the words and phrases in Column A.

Column A	Column B
() 1. revenue	A. to bring up
() 2. casino	B. relating to the countryside
() 3. rural	C. room and board; lodgings
() 4. equalize	D. preservation from loss, damage, or neglect
() 5. boost	E. something that is passed down from preceding generations
() 6. foster	F. very successful
() 7. accommodation	G. to raise or to assist in further development or progress
() 8. thriving	H. the income of a government from all sources
() 9. conservation	I. a public room or building for gambling and other entertainment.
() 10. heritage	J. to make something the same in size, amount, or importance

Task 3 Fill in the blanks with the given words or expressions. Change the form where necessary.

- Both players are _____ (equal) good so it's impossible to predict who will win.
- We _____ (foster) the young girl while her mother was in hospital.
- I hoped my warning would _____ (stimulate) her to greater efforts.
- He _____ (thrive) on the adulation of his henchmen.
- (Vigorous) _____ developing the cultural innovation industry is of great significance.
- The Forbidden City is _____ (locality) at the center of Beijing.
- An advertising program played frequently to _____ (boosting) local products abroad.
- The overuse of natural resources has affected _____ (ecology) balance.
- After economic downturn appeared a period of _____ (sustain) economic growth.
- As soon as he came in he _____ (proceed) to complain about all his troubles.

Task 4

Directions: After reading the following passage, you are required to complete the outline below it. You should write your answers briefly (in no more than 3 words).

Sichuan is a province well known for its rich tourism resources of natural landscapes, historical relics and ethnic customs. As the old saying goes, "Mountains and waters in Shu are best under the heaven." Speaking of tourism resources, Sichuan has two sites included in the World Natural Heritage List: Jiuzhaigou Valley Scenic and Historic Interest Area, the "fairyland" on the earth, and Huanglong Scenic and Historic Interest Area, the "jasper lake in the mundane world"; one site included in the World Cultural and Natural Heritage List: Mount Emei with Leshan Giant Buddha Scenic Area, a sacred place of Buddhism; one site included in the World Cultural Heritage List: Mount Qingcheng and the Dujiangyan Irrigation System; 20 state 4A-level or 3A-level scenic areas; 10 national key scenery resorts; 67 provincial scenic areas; 13 national nature reserves; 45 provincial nature reserves; 25 national forest parks; 51 provincial forest parks; and 4 national geological parks.

Rich Tourism Resources in Sichuan

Sichuan is well known for its rich tourism resources of natural landscapes, historical relics and ethnic customs.

1. Two sites in the World Natural Heritage List:
 - (1) _____, the "fairyland" on the earth and Huanglong Scenic and Historic Interest Area, the "jasper lake in the mundane world".
2. One site in the World Cultural and Natural Heritage List: Mount Emei with (2) _____, a sacred place of Buddhism.
3. One site in the World Cultural Heritage List: (3) _____ and the Dujiangyan Irrigation System.
4. 10 national (4) _____; 25 national forest parks; 51 (5) _____ parks.
5. Among them, there are several (5) _____ for the World Heritage List.

Task 5 Translation

A. Translate the following sentences into English.

1. 黄龙一直在加大景区配套设施服务建设。
2. 在下一个十年，中国会成为继美国之后的第二大旅游业国家。
3. 我同样也关心发展旅游业对环境的影响。
4. 旅游业是一个多元产业，它由其他小产业支撑，如住宿业、旅行社等。
5. 随着出境游、入境游和国内旅游的不断增长，中国的旅游业保持不断发展。
6. 中国已经在非洲建立了11个研究站来提高主要农作物的产量。
7. 现在大多数人已经认识到保护自然资源的必要性。
8. 旅游可持续发展已成为旅游学界关注和讨论的热点话题。

B. Translate the following paragraph into Chinese.

The Emblem of Chinese Tourism

“Galloping Horse Treading on a Flying Swallow” known as an archaeological find in the Eastern Han Dynasty, discovered by a farmer in October, 1969, in a temple of the Chinese God of Thunder in Wuwei City, Gansu Province. It is a design one often sees at Chinese scenic spots, hotels or emblazoned on souvenirs. This is the emblem designated as China’s tourism industry by the National Travel Agency. People often mistake the Horse on a Flying Swallow as a modeling of a running horse and flying swallow. By analyzing the historical background, “Galloping Horse Treading on a Flying Swallow” should be a specific expression of dragon worship in the Han Dynasty, and also a portrayal of the coordinated dragon and phoenix culture. Replicas produced by using traditional Chinese casting techniques have already become favorite souvenirs of many of those who visit China.

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, Suzhou, Shanghai and Hangzhou; the other one is the **crescent-shaped** tour route containing **coastal** open regions, such as the Liaodong and Shandong **peninsulas**¹ and the Yangtze and Pearl River deltas².

Following the “S”-shaped tour route, tourists may climb the Badaling Great Wall³ and visit the Imperial Palace⁴ and Temple of Heaven⁵ in Beijing, view the Terra-cotta Warriors and Horses⁶ **excavated** from **Mausoleum** of the First Qin Emperor⁷, the Stele Forest⁸ and the Great Wild Goose **Pagoda**⁹ in Xi’an, **wander** along the **bustling Bund** and Nanjing Road and through the Pudong New Zone¹⁰ 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 up 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.

Ever since the policy of reform and opening up 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 2002 to August 2002, China reported 64 million tourist arrivals from overseas, up 10 percent year-on-year. Major sources of tourists include the Republic of Korea, the Philippines, Indonesia, Thailand, Malaysia, Mongolia, Singapore, Japan, Australia, Great Britain, the United States and Canada.

Meanwhile, the number of Chinese tourists traveling abroad will continue to record **double-digit** growth, with Australia, New Zealand, the Republic of Korea and Japan among the most attractive destinations. By the end of July 2002, 528 travel services had been authorized to organize tour groups to overseas destinations.

As China integrates with the global economy, its tourism industry is expected to continue to boom in the next five years. It is forecasted that China’s tourism

industry will still develop with an annual growth rate of about 10 percent. Moreover, the sustained growth in China's gross domestic product is expected to further stimulate the growth of the tourism industry, and the number of domestic tourists is expected to increase by about 5 percent annually in the next few years.

Accordingly the **booming** tourism industry has played a **vital** role in increasing consumption, reducing poverty and creating job opportunities.

The World Tourism Organization's forecasts indicated that by 2020, China will be one of the world's leading tourism destinations, overtaking traditional destinations such as France, Spain and the United States.

By that time, China will receive 145 million visitors, of which foreigners will be 33.5 million, generating 75 billion dollar of foreign income. Meanwhile, the domestic tourism revenue will rise to 270 million yuan (8.23 yuan equals 1 US dollar).

In the next five years, China will develop various tourism products including ecological ones and leisure ones to satisfy the **soaring** international markets. Moreover, the Chinese government is already paying attention to ecological sustainable development and protecting the environment. They vow to combine the cultural heritage with the modern society.

(632 words)

NEW WORDS AND EXPRESSIONS

scenic ['si:nɪk] *adj.* providing beautiful views of nature 风景优美的

spectacular [spektækjʊlə] *adj.* extremely impressive 引人入胜的, 壮观的

custom ['kʌstəm] *n.* something that people do that is traditional or usual 习俗, 风俗

crescent ['krezənt] *n.* the figure of the moon as it appears in its first or last quarter 新月, 月牙

coastal ['kəʊstəl] *adj.* on land beside a sea 海岸的, 沿海的

peninsula [pə'nɪnsjʊlə] *n.* a long piece of land that is mostly surrounded by water, but is joined at one end to a larger area of land 半岛

excavate ['ekskeɪvət] *v.* to dig in the ground in order to find things from the past 挖掘, 开凿

mausoleum [məʊ'səli:əm] *n.* a large impressive tomb in which someone is buried 陵墓

pagoda [pə'gəʊdə] *n.* a religious building, especially a many-storied Buddhist tower, erected as a memorial or shrine 宝塔

- wander ['wɒndə] *v.* to move about without a definite destination or purpose 漫步
- bustling ['bʌsəlɪŋ] *adj.* full of energetic and noisy activity 忙忙碌碌的, 熙熙攘攘的
- bund [bʌnd] *n.* 堤岸, 码头 (此处指上海市的外滩)
- initiation [ɪnɪʃi'eɪʃən] *n.* the act of starting something for the first time 开始
- dynamic [daɪ'næmɪk] *adj.* very lively and enthusiastic, with a lot of energy and determination 生气勃勃的, 强有力的
- tertiary ['tɜ:ʃɪəri] *adj.* third in place, order, degree, or rank 第三的, 第三位的, 三代的
- enhance [ɪn'hɑ:ns] *v.* to make greater, as in value, beauty, or reputation 提高, 增强
- double-digit [dʌbl'dɪdʒɪt] *adj.* a double-digit number is between 10 and 99 两位数的
- booming ['bu:mɪŋ] *adj.* very lively and profitable 急速发展的
- vital ['vaɪtəl] *adj.* very important, necessary, or essential 至关重要的
- soar [sɔ:] *v.* to quickly increase to a high level 剧增

PROPER NAMES AND USEFUL EXPRESSIONS

1. Liaodong and Shandong peninsulas 辽东半岛和山东半岛
2. the Yangtze and Pearl River deltas 长江三角洲和珠江三角洲
3. Badaling Great Wall 八达岭长城
4. Imperial Palace 故宫
5. Temple of Heaven 天坛
6. Terra-cotta Warriors and Horses 兵马俑
7. Mausoleum of the First Qin Emperor 秦始皇陵
8. Stele Forest 西安碑林
9. Great Wild Goose Pagoda 大雁塔
10. Pudong New Zone 浦东新区



Notes:

1. Following the "S"-shaped tour route, tourists may climb the Badaling Great Wall and visit the Imperial Palace and Temple of Heaven in Beijing, view the

Terra-cotta Warriors and Horses excavated from 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. (Para. 2) 沿着“S”型的旅游线路，旅游者可以在北京攀登八达岭长城，参观皇宫和天坛；可以在西安参观从秦始皇陵挖掘出的秦始皇兵马俑，还有碑林和大雁塔；可以漫步在上海熙熙攘攘的外滩和南京路，感受浦东新貌；可以欣赏苏州园林和杭州西湖的景色。

本句中，following the “S”-shaped tour route 是现在分词短语，其逻辑主语为主句主语tourists；climb、visit、view、wander、enjoy 则是该句中的五个并列谓语。

2. Ever since the policy of reform and opening up 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. (Para. 3) 自从1978年采取改革开放政策以来，由于各级部门的关注，中国的旅游业已经成为第三产业中一个新兴的、并且最具活力与潜力的产业。

本句主语为tourism industry has become a factor；ever since 引导一个时间状语从句；thanks to the great importance attached by the governments at various levels 为原因状语。

3. Meanwhile, the number of Chinese tourists traveling abroad will continue to record double-digit growth, with Australia, New Zealand, the Republic of Korea and Japan among the most attractive destinations. (Para. 5) 同时中国旅游者出境游的数字也在呈两位数上升，最具吸引力的旅游目的地有澳大利亚、新西兰、朝鲜、日本。

本句主干为the number of Chinese tourists traveling abroad will continue to record double-digit growth，其中traveling 为动名词用法，with 及其之后的部分为介词短语。

4. The World Tourism Organization's forecasts indicated that by 2020, China will be one of the world's leading tourism destinations, overtaking traditional destinations such as France, Spain and the United States. (Para. 8) 世界旅游组织预言，到2020年中国会成为世界重要的旅游目的地国之一，赶超如法国、西班牙和美国这些传统的目的地国。

本句主句为The World Tourism Organization's forecasts indicated；that 引导

的宾语从句主干为China will be one of the world's leading tourism destinations; overtaking 与其之后部分为现在分词短语, 其逻辑主语为从句主语China。

READING COMPREHENSION

Task 1 Decide whether the following statements are true or false.

- () 1. Following the "S"-shaped tour route, travelers can visit Beijing, Xi'an, Guilin, Shanghai.
- () 2. Tourism is a new but most dynamic and potentially strong factor in the tertiary industry.
- () 3. All travel services can organize tour groups in domestic or to overseas destinations.
- () 4. The Chinese government is aiming at developing tourism industry without considering ecological sustainable development and protecting the environment.
- () 5. The sustained growth in China's gross domestic product is expected to further stimulate the growth of the tourism industry.

Task 2 Find the right equivalent.

- A. carry-on baggage
 B. unaccompanied luggage
 C. tour leader
 D. luggage claim card
 E. domestic flight
 F. customs formalities
 G. duty-free shop
 H. entry visa
 I. soft berth
 J. flight number
 K. arrival and departure time
 L. parking area
 M. sightseeing travel
 N. duty manager
 O. foreign currency exchange
 P. group size
 Q. selected itinerary

1. () 入境签证
 2. () 免税商店
 3. () 精选路线
 4. () 值班经理
 5. () 观光旅行
 6. () 外币兑换
 7. () 国内航线
 8. () 托运行李
 9. () 组团人数
 10. () 行李认领牌

Task 3 Choose the best translation.

1. Tourism has grown at an accelerated pace over the last few decades and forecasts indicate an ever faster rate of growth into the new millennium.
 - A. 旅游业已经成为了过去几十年的步伐加速器，并且预示了在新千禧年会有更大的发展。
 - B. 在过去的几十年中旅游业发展已经加大步伐，而且预计显示，在新千禧年会出现前所未有的快速增长。
 - C. 旅游业在过去的几十年中发展迅猛，而且根据预报显示在下一个一千年会发展得更快。
 - D. 在过去的几十年中旅游业发展迅猛，而且据预报显示在下一个一千年旅游业会发展得更快。
2. China has one of the biggest inbound markets in Asia, constituting almost 34% of the region's total tourist arrivals.
 - A. 中国已经成为最大的入境旅游市场在亚洲，占领了区域总额34%的游客数量。
 - B. 在亚洲，中国已经成为最大的出境旅游市场，几乎构成了该区域总游客的34%。
 - C. 中国已经成为最大的出境旅游市场在亚洲，占领了区域总额34%的游客数量。
 - D. 在亚洲，中国已经成为最大的入境旅游市场，几乎构成了该区域总游客的34%。
3. One of the pillars of the tourism industry has been mankind's inherent desire to see and learn about the culture of different parts of the world.
 - A. 旅游业的支撑之一就是人与生俱来想看看和知道世界不同地方文化的本性。
 - B. 旅游业的支柱之一的就是人类求知的欲望。
 - C. 人类与生俱来想看看和了解世界不同地方文化的欲望是旅游业的支柱之一。
 - D. 人类与生俱来的求知欲望是旅游业的支柱产业之一。
4. China has a written history of over 5,000 years of civilization and boasts rich cultural relics and historical sites.
 - A. 中国有着五千多年的灿烂文化和丰富的历史文化遗迹。
 - B. 中国有着五千多年文明的历史记载并声称历史文化遗迹丰富。
 - C. 中国有对五千多年文明和丰富的历史文化遗迹的文字记载。
 - D. 中国五千多年的灿烂文化和丰富的历史文化遗迹有书面文字记载。
5. The year 2002 was declared by the United Nations as the International Year of Ecotourism. Ecotourism satisfied the need for local people to learn to protect the environment.
 - A. 2002年被联合国确定为生态旅游年。生态旅游满足了当地人对生态环境的需求。
 - B. 2002年被联合国确定为生态旅游年。生态旅游满足了当地人学习保护环境的需求。
 - C. 2002年被联合国确定为生态旅游年。生态旅游满足了当地人对生态要求不断提高的要求。
 - D. 2002年被联合国确定为生态旅游年。生态旅游满足了当地人的需求。

Section IV Business Writing Skills

A Business Letter in Tourism

Every well-organized business letter is made up of six essential parts, namely the heading (letterhead), the inside address (addressee), the salutation (greeting), main body, the complimentary close (ending), and the signature. In order to convey effective and readable information, 7Cs principles must be followed: clarity (清楚), concreteness (具体), conciseness (简洁), correctness (正确), completeness (完全), courtesy (礼貌), and consideration (体谅).

A formal business letter can be in three styles: an indented style (缩进式), a full block style (全齐头式) and a modified block style (改良齐头式). People nowadays tend to use the full block style to save time.

Sample Correspondence of Travel Agencies

Mr. Li Wei
286 Zhong Shan Bei Yi Road.
Shanghai 200083. China.
September 26th 2009

Mr. Karl Bruce
Deputy Director
Dept. of North America and South
Pacific
Youth International Travel Service
1088-1090 East Georgia Avenue
Vancouver B.C.
Canada V6E 3K5
Tel. (604)688-8341

Dear Mr. Karl Bruce,

Would you please proceed with land

1. 信头 (Heading): 写信人的地址和日期, 一般印在公司信纸上, 通常包括公司名称、地址、电话号码、传真号、网址等内容。

2. 信内地址 (Inside address): 即收信人名称与地址, 包括职位、头衔、单位名称、门牌号码、街道名称、城市、邮编、国家名称。

3. 称呼 (Salutation)

4. 正文 (Body): 信函内容

arrangements in Canada for the group, according to the itinerary enclosed and the following items:

Members: Eighteen paying members and one free tour conductor.

Rooms required: Nine double rooms and one single room, each with a private bath.

Hotels: Holiday Inn

Transportation: By an air-conditioned motor-coach for transfers and sight-seeing.

Meals: As given in the itinerary.

Airport tax: Not included.

We look forward to receiving your confirmation for the group at your earliest convenience.

Yours truly,
Li Wei
Manager

5. 结尾敬语 (Complimentary close)
6. 签名 (Signature)

Practical task

I. Translate the following expressions.

- | | |
|----------------|------------------------|
| 1. 特快专递 _____ | 2. Ordinary mail _____ |
| 3. 航空邮件 _____ | 4. Postscript _____ |
| 5. 印刷品 _____ | 6. Subject Line _____ |
| 7. 包裹邮件 _____ | 8. Registered _____ |
| 9. 邮资已付 _____ | 10. Enclosure _____ |
| 11. 样品邮件 _____ | 12. Confidential _____ |

II. Fill the letter according to the following information given in Chinese.

The Visa Officer

Dear Sir,

We enclose _____ (已填妥的一份入境签证申请表) to enable Mr. Chen Jie, the Marketing Manager of the Corporation, to visit Thailand.

Mr. Chen will be leaving Beijing on 5th August _____ (因公赴东南亚) and subject to issue of the necessary visa, proposes _____ (于7日或8日到达曼谷) and to stay for about fourteen days, and then he will leave for Singapore. _____ (他将在曼谷下榻那洛饭店).

The purpose of Mr. Chen's visit to Thailand is _____ (收集有关农业最新发展情况的一些资料) in order to explore possibilities of increasing trade between our two countries. _____ (我公司将为陈先生提供充裕的经济保障) during his stay in Thailand and payment of all expenses he may incur.

_____ (兹附上下列证件):

- (1) Mr. Chen's passport.
- (2) A check for the visa fee.
- (3) _____ (贴好挂号邮票并写好地址的信封一个, 供寄回护照之用).

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

Yours faithfully,
(Signature)

III. Write a reply according to the following information.

April 17th, 2009

Dear Sir,

I am planing to spend my holiday at Los Angeles and I should very much like to spend some days at your hotel.

Would you please send me a copy of your brochure and details of your terms for a single room with bath, also of your terms for bed and breakfast only, in case I may wish to be out during the day. I should be glad of a reply by air mail.

Yours very truly
Chen Li

Section V**Broaden Your Horizons****Business and Tourist Visas (B-1, B-2 Visas) in the U.S.**

The B-1 visa is intended for temporary business travel, including travels for negotiating contracts, attending exhibitions and conferences, short-term training, and consultations with suppliers and customers, etc. The B-2 visa is intended for tourist activities, such as sightseeing, visiting friends and relatives, obtaining medical treatment, etc. The B-1 and B-2 visa is not valid for employment in the United States.

Applicants for B-1 and B-2 visas must demonstrate their intentions to enter the U.S. for a temporary period, solely for the purpose of tourism and/or short-term business. Applicants must also demonstrate sufficient funds to cover travel expenses during their stay in the U.S., as well as sufficient social, economic, and other ties to their home country to compel the applicant to return after a temporary and lawful visit.

All applicants must present the following documents at the interview:

1. Valid Passport: B-1/B-2 visa applicants must have passports valid for six months beyond their intended period of stay in the United States. If your passport will expire less than 6 months from the date you plan to leave the United States, or is damaged, or you do not have a page for a visa, please get a new passport before your interview.
2. One Photograph: Two inches square color photograph, less than 6 months old, against a white, full frontal view. The photo should be glued to the English DS-156. Nonimmigrant Visa Application Form.
3. Original Bank Receipt for Application Fee: The 780 RMB application fee may be paid at any CITIC Bank branch in China. Please note that the fee is non-refundable; no refund will be made if the visa is denied or if the applicant decides not to pursue an application. The original fee receipt must be presented when the visa application is submitted at the Embassy. Only applicants for A-1, A-2, G-1, G-2, G-3, G-4, C-3, NATO, and U.S. government sponsored visas are exempt from the application fee.
4. Completed DS-156 Nonimmigrant Visa Application (for all NIV applicants).
5. Completed DS-157 Supplemental Nonimmigrant Visa Application—(for NIV applicants over 16 years old).

Section VI Fun Time

A Vacation Cruise

One stupid guy reads an ad about a vacation cruise that costs only \$100. After he signs up and pays, the travel agent hits him with a bat, knocks him unconscious and throws him out the back door into the river. Soon another guy comes in, pays his fee and gets the same treatment.

Fifteen minutes later, as the two are floating down the river together, the first man says, "I wonder if they're serving any food on this cruise."

"I don't know," the second guy replied. "They didn't last year."