



1. Thailand is one of the world's major tourist _____, with nearly 10 million overseas visitors in 2009. Its _____ include the natural beauty of rainforests, islands, and beaches as well as the _____ and way of life of the Thai people.

2. _____ is one of the special travel patterns. Alongside the change in tourist demands and the rapid development of the tourism industry, it has had a great effect on the economy, society, environment, and sustainable development of cities.



3. The term _____ was coined by Hector Ceballos Lascurain in 1983, and was initially used to describe nature-based travel to relatively undisturbed areas with an emphasis on _____. The concept has, however, developed into a scientifically based approach to the planning, management, and development of sustainable tourism products and activities.

4. This one-week Australian travel _____ for NSW allows tourists to see Tamworth, Armidale, the Waterfall Way, and great beaches, and enjoy Hunter Valley tours to wineries.



5. In the travel industry, the term _____, abbreviated FIT, is used to refer to a single traveler or a small group (up to 9), in contrast to large, organized groups.



2 A Group Travel Reservation

A travel agent of Summer Travel Service is answering a call from a client who asks about traveling to Bangkok for his group.

Read and listen to the conversation and do the following exercises.



Agent: Good morning. Summer Travel Service. Li Wen speaking. How can I help you?

Client: I'd like to know if you offer any travel programs to Bangkok.

Agent: We do have such programs.

Client: I'm with an office supplies company in Shanghai. We'd like to book a group tour to Bangkok.

Agent: We'd be glad to help you. May I have the name of the group, sir?

Client: Johnson Office Supplies Co., Ltd.

Agent: For how many people?

Client: About 25.

Agent: What kind of tour do you have in mind?

Client: I think it should be some kind of incentive travel. In fact, we are planning a tour for our most hardworking staff.

Agent: Well, sir. May I suggest to you our 4-day-3-night package tour to Bangkok?

Client: Very good. What do you charge for it?

Agent: You are a group tour, and the minimum price for such a tour is RMB 2,880 per person.

Client: Well, I see. What does the package include?

Agent: It includes a roundtrip economy-class ticket between Shanghai and Bangkok on Dragonair, three nights hotel accommodation and daily hotel breakfast. When are you going to travel, sir?

Client: From Friday April 18 to Monday April 21.

Agent: Okay. A flight to Bangkok will depart from Shanghai Pudong Airport at 7:30 a.m., arriving in Bangkok at 2:30 p.m.

Client: Well, does the flight fare include breakfast?

Agent: Yes, you will have a complimentary breakfast because it is an early departure. Do you need a tour guide?

Client: That would be better. But the guide must be able to speak English.

Agent: No problem, sir.

Client: Would you please send me a fax with the details?

Agent: Yes, sir. You have booked a 4-day-3-night group tour for 25 people to Bangkok, arriving on Friday April 18 and leaving on Monday April 21. May I have your fax number?

Client: That's 021-4468-2235.

Agent: 021-4468-2235. Okay, you'll soon receive our travel leaflet.

Client: Thank you for your help.

Agent: Thanks for calling. Goodbye, sir.

A. Fill out the reservation card.

<input checked="" type="radio"/> Vacation Packages	<input type="radio"/> Flights	
<input type="radio"/> Cruise	<input type="radio"/> Hotel	
<input type="radio"/> Event Tickets	<input type="radio"/> Cars	
Departure airport <input type="text"/>		
Destination region <input type="text"/> ▼		
Destinations <input type="text"/> ▼		
Departure date <input type="text"/>	Return date <input type="text"/>	
Adults (18+)	Children (0-17)	Rooms
<input type="text"/> ▼	0 ▼	<input type="text"/> ▼

B. Answer the following questions.

1. What type of tour is the group planning to take?

2. How much does the tour cost?

3 Speaking

A. Telephone language. Recall the dialogue in Exercise 2 and find useful expressions that you can use in these situations. Adapt the expressions as necessary.

1. 询问客人的名字。 _____
2. 询问客人姓氏的拼写。 _____
3. 你想立刻与客人取得电话联系。 _____
4. 你必须告诉客人上海的区号（021）。 _____
5. 你可能有些方面还没有听清楚。 _____
6. 询问客人的抵达时间。 _____
7. 你需要客人的Email地址。 _____
8. 复述客人的预订内容。 _____

B. Telephone reservation. Ask your partner the questions in List 1, then answer your partner's questions in List 2.

List 1:

1. Reservations. Su Hui speaking. How can I help you?
2. For which dates please?
3. For how many please?
4. What type of tour do you require?
5. Who is the booking for, please?
6. May I take your name, please?
7. Could you spell your surname for me, please?
8. May I have a contact phone number, please?
9. I'm sorry, sir/madam. Could you repeat that, please?
10. What time are you arriving?

List 2:

- a. Could you tell me which tour you've decided on?
- b. Can you tell me what date you want to leave on?
- c. Would you mind giving me your name, please?
- d. I'll need your address.
- e. And the telephone number?
- f. Do you have a number at work?
- g. Now do you mind if I just check the details?
- h. Would you like to make your own arrangements or would you rather take out the standard insurance policy?

4 Types of Tourism or Tourist

Choose the right types of tourism or tourist from the box according to the definitions.



civic tourism place-centered tourism conscientious tourism sustainable tourism
 responsible tourism budget travelers heritage tourism independent travelers

<p>1. _____</p> <p>Makes optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.</p> <p>Respects the socio-cultural authenticity of host communities, conserves their built and living cultural heritage and traditional values, and contributes to inter-cultural understanding and tolerance.</p>	<p>2. _____</p> <p>Asks visitors to make choices about their vacations so that negative impacts are minimized. It is defined in the 2002 Capetown Declaration:</p> <ul style="list-style-type: none"> • minimizes negative economic, environmental, and social impacts; • produces greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and accesses to the industry; • involves local people in decisions that affect their lives and life chances; • makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world’s diversity; • provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social, and environmental issues; • provides access for physically challenged people.
<p>3. _____</p> <p>Travelers who have flexibility in their itinerary and some degree of freedom in where they choose to travel within a destination region. They are likely to have considerable choices in the towns and cities they will visit in the destination region, even after the vacation.</p>	<p>4. _____</p> <p>Respects natural and built environments, in short, the heritage of the people and place.</p> <p>Renews appreciation for historical milestones, and the development of “heritage trails” linking cultural landmarks.</p> <p>Produces new tourism services and products that can assist local economies.</p>

<p>5. _____</p> <p>Cares about place, but only since the 80s has the notion become a concept worthy of reflection and review. Events such as Media, Environment and Tourism Conference focus on the urgent need to improve media coverage of place.</p>	<p>6. _____</p> <p>Visitors who make their food purchases in supermarkets. They find affordable ways to visit the places they want to see and experience the world without spending a lot of money.</p>
<p>7. _____</p> <p>New tourism that puts cultural tourism, heritage tourism, and ecotourism into the pot and focuses on place. It changes the purpose of tourism from an end to a means. “It is about appreciating tourism as a public good, valuing it as a public responsibility and practicing it as a public art,” says Dan Shilling. This changes tourism from a market-driven growth goal to a tool that can help the public preserve and enhance what they love about their place.</p>	<p>8. _____</p> <p>A tour of people traveling with one’s conscience and connecting with others in a particular place.</p> <p>Being aware of one’s social and environmental footprint is the core value of this type of tourism.</p> <p>This type of tourism occurs when we are fully aware of our individual and collective actions as travelers. We allow ourselves to be inspired by others and in our gratitude we acknowledge the good work of those around us.</p>

5 More Types of Tourism

Various other types of tourism around the world are discussed in this article. Read it and do the exercises that follow.



Pilgrimage Tourism — A tour taken up by people for pilgrimage to certain identified sacred places. Pilgrimages created a variety of tourist opportunities in the medieval period and even in modern tourism, they stand as an important stream of tourism.

Health Tourism — Even though health tourism existed long before, it gained importance during the eighteenth century. This tourism is associated with spas, places with health-giving mineral waters, treating diseases. As a number of doctors have highlighted the benefits of bathing in sea water, even sea bathing has become a part of health tourism.

Winter Tourism — Winter sports contribute to winter tourism. Many water sports holiday packages are available at places in many countries apart from ski and snow festival tours organized annually. Skiing is extremely popular in mountainous areas. Ski festivals have a variety of events like ski and sled competitions, ski and snowboard lessons, performances, and recreational activities. The majority of participants are from countries with a warm climate.

Mass tourism — Mass travel is possible with improvements in technology allowing the transport of large numbers of people in a short period of time to places of leisure interest. Through this, greater numbers of people enjoy the benefits of leisure time. With the increase in the speed of railways, better sea travel options, and the increase in the number of improved air travel services, mass travel has grown and developed internationally.

Niche Tourism — Niche tourism is special interest tourism. Physical activity or sports-oriented niche tourism includes adventure tourism such as mountaineering and hiking, backpacker tourism, sport travel for golf and scuba diving or seeing a sports event, and extreme tourism for people interested in risky activities. There are many types of niche tourism. They include:

Learning-oriented niche tourism includes audio tourism and audio walking tours.

Bookstore tourism involves travelers visiting independent bookstores.

Creative tourism includes attending cultural festivals, events, and workshops.

Educational tourism is to attend classes and learn certain faculties.

Ancestry tourism is to visit and learn about birth places.

Hobby tourism is to gather more information about hobbies. This involves garden tours, amateur radio expeditions, or square dance cruises.

Music and dance tourism involves focusing on cultural and arts activities with more emphasis on music and dance.

Heritage tourism involves visiting places to learn about the heritage and culture of those places.

Lifestyle-oriented niche tourism includes gay tourism, gourmet tourism, wine tourism, medical tourism, inclusive tourism or accessible tourism for people with disabilities, and mystical tourism involving meditation, yoga, and rituals.

Other miscellaneous types of niche tourism include:

Dark tourism includes travel to sites associated with death and suffering, such as the scene of the Hindenburg airship disaster, or to the sites of disasters (disaster tourism).

Free independent tourism involves a sector of the market in which tourists select their own accommodation and transport, rather than use the established tourism booking system.

Pop-culture tourism is tourism by those who visit a particular location after reading about it or seeing it used as a location in a film.

Perpetual tourism involves those individuals who are always on vacation, some of whom avoid being resident in any country for tax purposes.

Sacred travel or metaphysical tourism is a form of New Age travel where believers travel to and perform rituals at religious sites.

Shopping tourism promotes shopping festivals such as the Dubai Shopping Festival.

Space tourism is traveling in outer space on spaceships.

Visiting family and relatives (VFR) tourism is traveling to visit people related by close family ties. It combines vacation-type activities.

Distinct form ancestry tourism involves genealogical research.

Armchair tourism and virtual tourism do not require traveling physically, but involve exploring the world through the Internet, books, or TV.

A. Choose the best answer to each question according to the passage.

1. What are the types of tourism divided into?
 - A. Pilgrimage tourism, health tourism, winter tourism, and niche tourism.
 - B. Pilgrimage tourism, health tourism, winter tourism, mass tourism, and niche tourism.
 - C. Learning-oriented niche tourism, creative tourism, hobby tourism, and free independent tourism.
 - D. Space tourism, distinct form ancestry tourism, shopping tourism, and perpetual tourism.
2. Which of the following about health tourism is NOT true?
 - A. Health tourism has a long history.
 - B. Spa and sea bathing are the activities of health tourism.
 - C. Health tourism is a tour of people traveling to places with health-giving water to keep fit.
 - D. Health tourism was not important until the 18th century.
3. Which of the following types of tourism belong to niche tourism?
 - A. Heritage tourism, hobby tourism, creative tourism, and mass tourism.
 - B. Heritage tourism, hobby tourism, bookstore tourism, and creative tourism.
 - C. Learning-oriented niche tourism, bookstore tourism, creative tourism, educational tourism, hobby tourism, and health tourism.
 - D. Music and dance tourism, heritage tourism, educational tourism, and winter tourism.
4. Which of the following statements is true according to the passage?
 - A. Mountaineering and hiking are mass tourism activities.
 - B. Lifestyle-oriented niche tourism includes medical tourism, mystical tourism, and disaster tourism.
 - C. Those who are always on vacation would like to choose space tourism.
 - D. Free independent tourism involves people selecting their own accommodation and transportation.


B. Read the passage again to get the gist of each type of tourism. Then match the terms with the examples illustrating these concepts.

- | | |
|----------------------------|--|
| 1. Mass Tourism () | a. Jeeno went to France last summer with her daughter's class and it was a great experience. The tour guide, Jeeno, and her daughter did a lot of educational things. |
| 2. Pilgrimage Tourism () | b. The Hindus flock to take a dip in the holy rivers. |
| 3. Educational Tourism () | c. Devotees from the world frequent the holy city of Sarnath. |
| 4. Creative Tourism () | d. In the past, during the week-long National Holiday, tens of thousands of people went to the same resort, often at the same time. |
| 5. Heritage Tourism () | e. Sima visited the Jerwood Centre at the Wordsworth Trust, seeing "hidden treasures" including original Wordsworth manuscripts. |
| | f. The Sikhs walk up to a height of 4329 meters through difficult terrain to reach the Hemkund Sahib — the cradle of Buddhism. |
| | g. The Smiths were learning and experiencing the creative process in the last tour of the world — from textile weaving in the Mapuche regions of Chile to icon-painting in Russia. |

6 Point of View: Responsible Travel Photography


Responsible tourism involves local people in decisions that affect their lives and life chances. Prepare a presentation with your partner to state the points of view on photo taking at the tourist destinations.

Visitor POV vs. Local POV


Visitor POV

A few reasons why visitors want to take a picture:

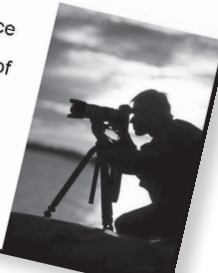
- The photograph is considered a souvenir.
- The photograph shows something that the visitor wishes to share with friends and family.



Local POV


A few reasons why locals DO NOT want visitors to take their pictures:

- The photograph is considered a portrait
- The photograph is considered a nuisance
- The photographers don't send the copy of the picture as promised



The Platinum Rule

Do unto others as they would like to have you do unto them.



7 Quest Tour

Listen to a passage about a new type of travel. Choose the right answer to each question.

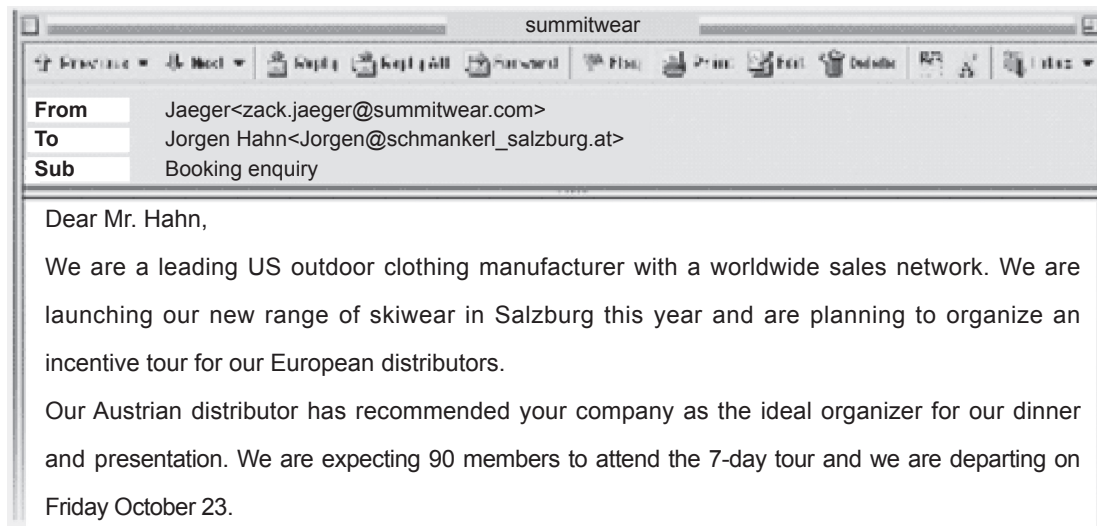


1. A quest tour involves all of the following except _____.
 - A. adventurous activities
 - B. a setting of play
 - C. shopping
 - D. provoking strong feelings
2. When a person follows his or her own preferences and wishes to choose a location and a game for the tour, he or she is going on a(n) _____.
 - A. individual quest tour
 - B. business creation
 - C. detective investigation
 - D. regular quest tour
3. Organizers usually set the quest tours _____ so that travelers can become familiar with the culture of this or that country.
 - A. on an island
 - B. in various foreign countries
 - C. in fantastic spots and countryside
 - D. in popular places
4. A quest tour _____.
 - A. enables travelers to show other sides of their personalities
 - B. helps travelers to find free time of their own
 - C. involves reducing the traveler's risk of being in an unusual atmosphere
 - D. removes travelers from their real life

8 Writing a Reply to a Travel Reservation Letter

Jorgen Hahn, the reservations manager at Summer Travel Service, receives an email from an American company, Summit Clothing Inc.

A. Write a memo to Mr. Hahn explaining in Chinese what Mr. Jaeger wants.



If you are able to accept our booking, please send some information, your travel brochure, and your suggestions.

I look forward to hearing from you.

Kind regards,

Zack Jaeger

Marketing Manager

MEMO for Jorgen Hahn
Zack Jaeger from Summit Clothing Inc.

Learning Box

Business Emails

Dear Mr./Ms./Mrs. (Only if you know the woman is married can you use Mrs.)

Dear sir or madam,

Thank you for your kind inquiry.

I will be delighted to accept your booking.

I regret that we are fully booked.

Can I suggest the following alternative dates instead?

I enclose... as requested.

Please don't hesitate to contact me if you need further information.

I look forward to hearing from you.

Kind regards /Best wishes

B. Draft a reply in English referring to the memo and suitable expressions in the Learning Box.