



PNU University

English Texts For Students Of Tourism Management (1)

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امروزه کتاب‌خوانی و علم‌آموزی، نه تنها یک وظیفه‌ی ملی، که یک واجب دینی است.

مقام معظم رهبری

در عصر حاضر یکی از شاخصه‌های ارزیابی رشد، توسعه و پیشرفت فرهنگی هر کشوری میزان تولید کتاب، مطالعه و کتاب‌خوانی مردم آن مرز و بوم است. ایران اسلامی نیز از دیرباز تاکنون با داشتن تمدنی چندهزارساله و مراکز متعدد علمی، فرهنگی، کتابخانه‌های معتبر، علما و دانشمندان بزرگ با آثار ارزشمند تاریخی، سرآمد دولت‌ها و ملت‌های دیگر بوده و در عرصه‌ی فرهنگ و تمدن جهانی به‌سان خورشیدی تابناک همچنان می‌درخشد و با فرزندان نیک‌نهاد خویش هنرنمایی می‌کند. چه کسی است که در دنیا با دانشمندان فرزانه و نام‌آور ایرانی همچون ابوعلی سینا، ابوریحان بیرونی، فارابی، خوارزمی و ... همچنین شاعران برجسته‌ای نظیر فردوسی، سعدی، مولوی، حافظ و ... آشنا نباشد و در مقابل عظمت آنها سر تعظیم فرود نیاورد. تمامی این افتخارات ارزشمند، برگرفته از میزان عشق و علاقه فراوان ملت ما به فراگیری علم و دانش از طریق خواندن و مطالعه منابع و کتاب‌های گوناگون است. به شکرانه‌ی الهی، تاریخ و گذشته ما، همیشه درخشان و پربار است. ولی اکنون در این زمینه در چه جایگاهی قرار داریم؟ آمار و ارقام ارائه‌شده از سوی مجامع و سازمان‌های فرهنگی در مورد سرانه‌ی مطالعه‌ی هر ایرانی، برایمان چندان امیدوارکننده نمی‌باشد و رهبر معظم انقلاب اسلامی نیز از این وضعیت بارها اظهار گله و ناخشنودی نموده‌اند.

کتاب، دروازه‌ای به سوی گستره‌ی دانش و معرفت است و کتاب خوب، یکی از بهترین ابزارهای کمال بشری است. همه‌ی دستاوردهای بشر در سراسر عمر جهان تا آنجا که قابل کتابت بوده است، در میان دست‌نوشته‌هایی است که انسان‌ها پدید آورده و می‌آورند. در این مجموعه‌ی بی‌نظیر، تعالیم الهی، درس‌های پیامبران به بشر، و همچنین علوم مختلفی است که سعادت بشر بدون آگاهی از آنها امکان‌پذیر نیست. کسی که با دنیای زیبا و زندگی‌بخش کتاب ارتباط ندارد بی‌شک از مهم‌ترین دستاوردهای انسانی و نیز از بیشترین معارف الهی و بشری محروم است. با این دیدگاه، به‌روشنی می‌توان ارزش و مفهوم رمزی عمیق در این حقیقت تاریخی را دریافت که اولین خطاب خداوند متعال به پیامبر گرامی اسلام (ص) این است که «بخوان!» و در اولین

سوره‌ای که بر آن فرستاده‌ی عظیم‌الشان خداوند، فرود آمده، نام «قلم» به تجلیل یاد شده‌است: «اقْرَأْ وَ رَبُّكَ الْأَكْرَمُ. الَّذِي عَلَّمَ بِالْقَلَمِ» در اهمیت عنصر کتاب برای تکامل جامعه‌ی انسانی، همین بس که تمامی ادیان آسمانی و رجال بزرگ تاریخ بشری، از طریق کتاب جاودانه مانده‌اند.

دانشگاه پیام‌نور با گستره‌ی جغرافیایی ایران‌شمول خود با هدف آموزش برای همه، همه‌جا و همه‌وقت، به‌عنوان دانشگاهی کتاب‌محور در نظام آموزش عالی کشورمان، افتخار دارد جایگاه اندیشه‌سازی و خردورزی بخش عظیمی از جوانان جویای علم این مرز و بوم باشد. تلاش فراوانی در ایام طولانی فعالیت این دانشگاه انجام پذیرفته تا با بهره‌گیری از تجربه‌های گرانقدر استادان و صاحب‌نظران برجسته کشورمان، کتاب‌ها و منابع آموزشی درسی شاخص و خودآموز تولید شود. در آینده هم، این مهم با هدف ارتقای سطح علمی، روزآمدی و توجه بیشتر به نیازهای مخاطبان دانشگاه پیام‌نور با جدیت ادامه خواهد داشت. به‌طور قطع استفاده از نظرات استادان، صاحب‌نظران و دانشجویان محترم، ما را در انجام این وظیفه‌ی مهم و خطیر یاری‌رسان خواهد بود. پیشاپیش از تمامی عزیزانی که با نقد، تصحیح و پیشنهادهای خود ما را در انجام این وظیفه‌ی خطیر یاری می‌رسانند، سپاسگزاری می‌نماییم. لازم است از تمامی اندیشمندانی که تاکنون دانشگاه پیام‌نور را منزلگاه اندیشه‌سازی خود دانسته و ما را در تولید کتاب و محتوای آموزشی درسی یاری نموده‌اند، صمیمانه قدردانی گردد. موفقیت و بهروزی تمامی دانشجویان و دانش‌پژوهان عزیز آرزوی همیشگی ما است.

دانشگاه پیام‌نور

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Preface

This textbook is designed for undergraduate students of tourism management. It helps students to unite general reading skills they have already gained through (in)formal courses. The book consists of 20 units, all related to tourism-based topics.

Each unit includes sections and sub-sections as below:

Title Page and Objectives of the unit: It provides readers a general overview of the topic as well as goals of the unit.

Word Study: Definitions and Exemplifications: This section provides ample information for key words used throughout each unit. Students can get enough information on parts of speech, pronunciation, definition and an example of the cited word.

Grammar Review: This section reviews basic English grammar points with sufficient simple examples. The points range from Simple Present tense to more complex structures such as conditionals and imperatives.

Reading for Comprehension: A wide range of tourism-related texts are included in the book to provide students with enough opportunities to learn and practice essential reading skills. All passages have been extracted from authentic resources and students get familiar with various genres such as academic discipline-based monographs, tour catalogues, interviews, etc. Each passage is followed by comprehension and/or true-false questions.

Word Formation: Some units are accompanied with word formation tables to make students practice on the role of affixes in word formation processes. Each table is followed by some exercises to practice such processes.

Translation Practice: In this section, students are asked to read and translate short passages into Persian language. The Word List at the end of the book can be consulted to get the most reliable Persian equivalent.

At the end of the book, **Word List** includes English terms with their Persian equivalents, **Table of English Irregular verbs** provides present, past and past participle forms of irregular verbs. **Answer Key** helps students to check their ability to answer the questions. **References** introduces all books and articles which have been used to extract texts and other material. **Table of Phonetic Symbols** and **Table of Lesson Plan** are also provided. The first one helps students to pronounce words correctly and the latter one gives a summary of all material included throughout the book.

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Unit 1

Tourism and Tourists

Objectives of the unit

After reading this unit, students are:

1. familiar with some key terms used in tourism.
2. able to recognize present simple and present continuous forms of verbs.
3. able to find Persian equivalents for some technical terms.
5. familiar with terms referring to the traveler typology.

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Part I: Pre-Reading Tasks

Word Study (1): Definitions and Exemplifications

define (v): /dɪˈfaɪn/ give the meaning of a word or phrase;
specify

Life imprisonment is **defined** as 60 years
under state law.

Temporary (adj): /ˈtempəreri/ lasting for a short time; passing;
NOT permanent

Their houses were destroyed by the flood,
so they had to move into **temporary**
accommodation.

destination (n): /destɪˈneɪʃn/ a place to which sb/sth is going to or
being sent; goal

The north of Iran is a popular **destination**
for most Iranian tourists.

denote (v): /dɪˈnoʊt/ show or indicate sth; mean

A very high body temperature often
denotes a serious illness.

residence (n): /ˈrezɪdəns/ the official house or establishment of an
important person; dwelling

10 Downing Street is the British Prime
Minister's official **residence**.

attraction (n): /əˈtrækʃn/ an interesting or enjoyable place to go

Buckingham Palace is a major tourist
attraction.

associated (adj): /ə'souʃiətiəd/ related; connected

Children love Christmas and its **associated** ceremonies.

undertake (v): /ʌndər'teɪk/ to make yourself responsible for sth and start doing it; attempt

The police said they will **undertake** a full investigation into the accident.

available (adj): /ə'veɪləbl/ ready for use or service; accessible

Much information is **available** through the internet.

discipline (n): /'dɪsəplɪn/ a field of study; a branch of knowledge; field

Tourism is becoming a popular **discipline** in recent years.

facilities (n): /fə'sɪlətɪz/ buildings, services, equipments, etc. that are provided for a particular purpose; installations

The hotel has special **facilities** for disabled people.

involve (v): /ɪn'vɑ:lɪv/ entail; require

Any investment **involves** an element of risk.

purpose (n): /'pɜ:rpəs/ the intention, aim or function of sth

The **purpose** of this book is to provide a guide to tourism.

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accommodation (n): /əkamə'deɪʃn/ a place to live, work or stay;
quarters

The hotel **accommodation** is included in the price of this tour.

industry (n): /'ɪndəstri/ the people and activities involved in producing a particular thing, or in providing a service

Tourism is regarded as an important global **industry**.

conventional (adj): /kən'venʃənəl/ normal; usual; typical

Rice is a **conventional** food in East Asia.

sector (n): /'sektər/ a part of an area of activity, especially of a country's economy

In some countries, private **sector** should follow the regulations made by the public sector.

multifaceted (adj): /mʌlti'fæstɪd/ having many different aspects to be considered; many-sided

Poverty is a **multifaceted** phenomenon and requires a comprehensive attention.

recognized (adj): /'rekəɡnaɪzd/ generally accepted and approved; well-known

Throughout the world there are **recognized** 'conference town' that have sufficiently large facilities to attract national and international conferences.

representative (adj): /repriˈzentətɪv/ serving to represent or typify;
typical

Her clothing was **representative** of all women in the country.

coherence (n): /koʊˈhɪrəns/ the situation in which all parts of sth fit together; cohesion

The points mentioned in the essay are fine, but the whole text lacks **coherence**.

framework (n): /ˈfreɪmwɜːrk/ underlying structure of a system

We need to establish a legal **framework** for the protection of the environment.

transport (n): /ˈtrænsˌpɔːrt/ a system for carrying people or goods from one place to another using; conveyance vehicles, roads, etc.

The government develops the public **transport** system.

vary (v): /ˈværi/

make or become different in some particular way; change

The supermarket's selection of vegetables **varies** according to the season.

key (adj): /kiː/

central; fundamental

Transport is the **key** service in the business of going away from home to a new destination.

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■ Grammar Review: Simple Present and Present Continuous

- We use present simple form of a verb to talk about things in general or to say that something happens all the time or repeatedly:
 - The earth **goes** around the sun.
 - The coffee shop **opens** at 7:30 in the morning.
- We use do/does to make interrogative sentences and negative sentences:
 - I come from Iran. Where **do** you come from?
 - What **does** this word mean?
 - Rice **doesn't** grow in cold climates.
- We use the continuous for things happening at or around the time of speaking.
 - Listen to those people. What language **are** they **speaking**?
 - Let's stay at home. It **is raining** now.
 - Is you English getting better?

Grammar Exercises: A. Put the verb into the correct form.

1. It..... (take) me an hour to get to work.
2. He is not in very good shape. He (not / exercise).
3. "Hurry up! It's time to leave." "OK, I (come).
4. Paul is never late. He always (get) to work on time.
5. Water (boil) at 212 degrees Fahrenheit.

Reading for Comprehension (1)

Tourism; An Overview

Tourism is defined as 'the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to care to their needs' Mathieson and Wall (1982:1). Similarly, for Buckart and Medlik (1974:v) 'tourism denotes the temporary short-term movement of people to destinations outside their

places where they normally live'. Based on international organizations such as World Tourism Organization (WTO) 'tourism includes all travel that involves a stay of at least one night, but less than one year, away from home'. This, therefore, includes travel for such purposes as visiting friends or relatives or to undertake business. Such a definition places the travel-accommodation connection and its associated industry at the heart of tourism, while for a number of scholars the tourism behavior and culture are central.

Tourism is an activity which cuts across conventional sectors in the economy. It requires inputs of an economic, social, cultural and environmental nature. In this sense it is often described as being multifaceted. The problem in describing tourism as an 'industry' is that it does not have the usual formal production function, nor does it have an output which can physically be measured, unlike agriculture (tones of wheat) or beverages (liters of coke). There is no common structure which is representative of the industry in every country. In France and Italy, for example, restaurants and shopping facilities are major attractions for tourists; in Russia they are not. Even the core components of the tourism industry, such as accommodation and transport, can vary between countries. In the UK many tourists use bed and breakfast accommodation in private houses; in Thailand such facilities are not available.

Tourism can be introduced as an academic discipline too. It has been the subject of academic interest for well over fifty years. However, it was not until the 1970s, when a number of key academics began to develop a theoretical framework for its study, that it began to achieve more coherence as a recognized academic area. Its popularity as a course of study is even more recent. In fact, it is only ten to fifteen years ago that undergraduate programs in travel and tourism became more widely available but, since then, the number of courses has, literally exploded.

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Read the passage and choose the best answer.

1. Based on the definition suggested by World Tourism Organization, a tourist is someone who
 - a) speaks at least two languages
 - b) spends one night away from home
 - c) spends two years in a foreign country
 - d) goes sightseeing every week
2. The second paragraph maintains that tourism deals with
 - a) a few social aspects
 - b) culture
 - c) environmental nature
 - d) many aspects
3. In Russia, restaurants and shopping facilities
 - a) do not welcome tourists
 - b) do not provide local food
 - c) are not considered as tourist attractions
 - d) are not as beautiful as facilities in France and Italy
4. The main components of the tourism industry are
 - a) accommodation and transport
 - b) private houses and transport
 - c) accommodation and shopping
 - d) restaurants and shopping
5. Tourism has been a university discipline since
 - a) 1970s
 - b) five decades
 - c) fifteen years ago
 - d) ten years ago

Word Study (2): Definitions and Exemplifications

typology (n) /taɪˈpɒlədʒi/ a system of dividing things into different types; categorization

There are **typologies** for the concept of tourist.

affluent (adj) /ˈæfluənt/ financially well off; rich; wealthy

The **affluent** western countries should help poor nations.

lack (v) /læk/	not having sth; miss This soup lacks salt and pepper.
domestic (adj.) /də'mestɪk/	of or inside a particular country; national. The airport announced that domestic flights are cancelled.
aspiration (n) /æspə'reɪʃn/	a strong desire to have or do sth.; ambition He had political aspirations and finally became a member of parliament.
exotic (adj) /ɪg'zɔ:tɪk/	very strange and unusual because it is connected with foreign countries She travels to all kinds of exotic locations all over the world.
engage (v) /ɪn'geɪdʒ/	carry out or participate in an activity; act The young mother decided to engage in the school's parents committee.
relaxation (n) /rɪlæk'seɪʃn/	the feeling of refreshing; quietness He said the first steps in yoga was relaxation .
amenities (n) /ə'menətɪz/	things that make sb. Comfortable We had to pay extra money for some hotel amenities .
pamper (v)	/ˈpæmpər/ treat sb. with excessive care; spoil Grandparents often pamper the children.

Reading for Comprehension (2)

Traveler Classification

Classification is a general process in which ideas, objects or people are recognized, differentiated and understood. Here, a classification of travelers is provided according to destinations. As with tourism, the word ‘tourist’ has a number of formal definitions usually making the distinction between those that travel for a day or less, i.e. excursionists, and those that travel overnight or longer. There are a number of classifications for the term ‘tourist’. Amex’s typology provides something of a framework for understanding destination impacts as well as tourist types. Let’s review the typology with the detailed explanation.

Table: Amex tourist traveler typology (1989)

Adventurers	They are affluent and educated people who like to try new experiences and meet new people.
worriers	Lacking in self-confidence and in their own abilities to travel successfully, they are nervous about flying and tend to take domestic holidays.
dreamers	They have high aspirations about travel and exotic destinations which are not usually borne out in the actual travel experience which tends to be rather ‘ordinary’ destinations. They tend to place great value on maps and travel books.
Economizers	For this group, travel is not perceived as something that adds particular value to their lives. They engage in it because it is a ‘normal’ way of taking routine relaxation. They see no worth in paying extra for special amenities or service.
Indulgers	They are generally wealthy travelers who will pay for extra comfort and better service. They prefer to stay in five star accommodation and they like to be pampered.

B. Read each statement and decide whether it is true (T) or false (F).

-1. A person who always prefers a nearby town for travel is a dreamer.
-2. A tourist who dares to go into an unknown cave is an adventurer.
-3. Expensive hotels are favorite accommodation for indulgers.
-4. Economizers buy any type of brochures to get tourist information.
-5. Both adventurers and indulgers are typically rich.

Part III: Vocabulary Exercises

A. Fill in the blanks with the appropriate words.

- 1. The court will a serious examination of the case.
 - a) reside
 - b) undertake
 - c) associate
 - d) discipline
- 2. I use my car mainly for leisure
 - a) purposes
 - b) representatives
 - c) conventions
 - d) frameworks
- 3. The details may , but all of these saving plans have the same basic goal.
 - a) sector
 - b) recognize
 - c) vary
 - d) denote
- 4. Most research and development projects some element of risk.
 - a) transport
 - b) involve
 - c) define
 - d) aspirate
- 5. He did not succeed in the job interview since he the skills required for the job.
 - a) engaged
 - b) pampered
 - c) attracted
 - d) lacked

B. Word Formation

Review the words in the following table and fill in the blanks.

Verb	Noun	Adjective	Adverb
reside	residence	residential	residentially
-	convention	conventional	conventionally
represent	representation	representative	representatively
vary	variation	variable	variably

1. According to the weather forecast, tomorrow it will be cloudy
2. Her parents ... in Florida.
3. By the deputy leader of that agency was always a women.
4. It is not reasonable to build a factory in a ... area.
5. Rainfall in the tropics is
6. The negative of the ethnic minorities has been a serious topic in media.
7. In Australia, as with many other countries, leisure time ... by age and gender.
8. The committee has 50 members almost all states.
9. The company offered high salary and for its new manager.
10. In the sense, a book starts with a general introduction.

Translation Practice: Tourism as an Industry

A. Translate the following passage into Persian.

Since 1945, tourism has developed into a significant international industry. As it has developed it has also become more specialized, with vertical and horizontal company amalgamations creating different scales of operation in various market segments. The growth in international airlines, advances in information technology and the growth flexibility in inclusive tour arrangements have all contributed to the present structure and characteristics of tourism industry.

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B. Write the Persian equivalents for the following terms.

- destination
- dreamer.....
- ethnic
- exotic.....
- market.....
- minorities
- reasonable.....
- residence.....
- scholar
- sector
- topic.....
- transport