



普通高等教育“十二五”规划教材
高等院校国际贸易类教材系列

王西娅 杨立盟 李娜 主编

国际服务贸易 (双语)

INTERNATIONAL TRADE



科学出版社

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北 京

内 容 简 介

本书以国际贸易为核心,首先从服务经济的基本范畴出发,论述了国际服务贸易的分类、特征、发展及统计;其次,特别强调了国际服务贸易竞争力理论以及近年来出现的服务外包相关理论,分析了自由贸易政策和保护贸易政策的理论基础、自由贸易政策的导向以及保护贸易政策手段的特征与规则,并详细阐述了《服务贸易总协定》(GATS)产生的背景、过程、架构及特征;最后,从传统服务贸易和新兴服务贸易两方面介绍了国际服务贸易的相关产业,特别是对我国所面临的服务外包和服务贸易发展战略等问题给予了必要的关注。本书可供应用型本科国际经济与贸易专业双语教学使用,也可作为从事服务贸易的管理者、企业家、研究人员以及其他相关人士的参考用书。

图书在版编目(CIP)数据

国际服务贸易/王西娅,杨立盟,李娜主编. —北京:科学出版社,2012
(普通高等教育“十二五”规划教材·高等院校国际贸易类教材系列)
ISBN 978-7-03-034745-9

I. ①国… II. ①王… ②杨… ③李… III. ①国际贸易-服务贸易-高等学校-教材 IV. ①F746.18

中国版本图书馆CIP数据核字(2012)第123422号

责任编辑:唐寅兴 / 责任校对:柏连海

责任印制:吕春珉 / 封面设计:东方人华平面设计部

科学出版社出版

北京东黄城根北街16号

邮政编码 100717

<http://www.sciencep.com>

骏龙印刷厂印刷

科学出版社发行 各地新华书店经销

*

2012年6月第 一 版 开本:787×1092 1/16

2012年6月第一次印刷 印张:17 1/4

字数 409 000

定价:30.00 元

(如有印装质量问题,我社负责调换(骏杰))

销售部电话 010-62134988 编辑部电话 010-62135120-8009(VF02)

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序 言

近年来,美国金融业出现波动,进而演变成世界性金融危机。这次美、欧等发达经济体陷入金融危机,影响到了全球贸易的稳定运行,而且金融危机的爆发使得一些国家和地区转而采取更为保守的贸易政策,全球范围内的贸易保护主义威胁增大,对我国的出口、投资、消费产生了一定的影响,这是我们必须面对的现实。

然而,我们也必须认识到国际贸易是国民经济的重要组成部分,它对我国现代化建设和全社会发展产生了巨大而深远的影响。自改革开放以来,我国对外贸易的快速增长已取得了举世瞩目的成就。随着我国加入 WTO 及区域性国际组织,我国的经济活动国际化趋势日渐明显,各企业的国际交流及贸易活动越来越多,熟悉国际交流与贸易规则及惯例,不断加强国际间的交流与合作成为众多企业经营的重心,因而对国际经济贸易或商务管理人才的需求与日俱增。中国出口产业总体竞争力仍然是比较强的,全球金融危机和经济下滑将催生新一轮国际产业的调整,这对于中国外贸企业来讲,既是很大的挑战,也是获得新发展的机遇。2009 年中国经济发展的内在动能依然充足,国民经济和金融体系的基本面是健康的。随着调整和优化结构,统筹城乡发展将带来巨大和长期的投资与消费需求。中国投资环境和基础设施不断改善,增长潜力很大,迄今为止外商对中国直接投资热情不减。所以,从中长期看,中国外贸发展前景依然十分光明。随着新一轮世界经济贸易的复苏,国际贸易专业人才将是市场经济中最紧缺的人才之一,随着我国改革开放的深入,国际贸易人才仍然是急需人才。

为了从战略的角度培养适应复杂国际经济形势的人才,本教材系列将传统国际贸易业务与现代电子商务和世界贸易组织规则相结合,体现了与时俱进和操作性、理论性兼备的特点。本教材系列包括国际贸易理论与政策、国际贸易实务、国际商法、国际结算、国际通关实务、外贸函电、世界市场行情分析、期货理论与实务、世界贸易组织、国际商务英语、国际货运代理、国际市场营销、国际贸易电子商务、外贸谈判技巧等,充分体现了现代教学思想,强调理论与实践教学并重,突出学生素质、能力和创新思维的培养。在教学内容方面突出科学性、先进性和系统性,并处理好理论与现代技术的关系,以提高教学水平。在实践教学中培养学生的动手能力、创新能力、解决问题的能力;在教学方法上能调动学生的主动性和积极性;在教学手段上充分应用现代教学技术和方法,以提高授课效率和课堂效果。本教材系列的作者均为第一线教师,体系与内容经数年教学实践中反复推敲,日臻完善和成熟。

本教材系列是以国际货物贸易、国际服务贸易和国际技术贸易三大部分为主体,对各种有关的对外贸易经营方式分别加以阐述:①力求在概念的阐述上详细深入,并伴有实例参照,使分析更加具体、透彻,有助于读者了解和掌握传统国际货物贸易、国际服务贸易和国际技术贸易的实务以及电子商务贸易的最新知识和运作方式,以适应我国外



贸事业的新发展；②以我国进出口贸易实践为背景，采用最新的国际贸易法律和惯例，全面地介绍了从事国际贸易的基本业务知识和程序、具体操作技能、主要法律惯例；③融知识性、实用性和可操作性为一体，可作为国际贸易、世界经济等专业的理想教材，也是财经专业学生、广大经济工作者了解和学习国际经济、国际贸易和国际商务的良师益友。

通过本教材系列的学习，有关专业学生不但理论知识扎实，而且有较强的实际操作能力和用外语进行商务沟通的能力，能够成为在跨国公司、外向型企业和外资企业等从事国际商务活动的国际商务师及国际化经营的高级管理人才，或者成为在涉外经济贸易部门及政府机构从事对外经营管理、政策法规制定与实施以及国际化商务活动策划的综合性高级专门人才。

高等院校国际贸易类教材系列编委会

2009年6月

前 言

中国服务贸易起点低,但发展速度快,潜力巨大。近年来我国服务贸易的国际竞争力不断提升,国际服务贸易已经成为我国经济的一个新的增长点,服务已渗透到社会生产过程的各个领域,成为人们生活和社会经济活动的重要组成部分,在世界经济中形成了一支令人瞩目的生力军。

基于上述背景及我国在加入 WTO 后对于相关领域人才培养的现实需要,国际性贸易人才的培养成为我国本科应用型人才的培养目标。国际性的服务贸易需要较强的外语功底,国际服务贸易的双语教学符合我国本科应用型人才的培养目标。为了更好地适应我国经贸事业的发展和满足教育教学及培训工作的需要,本书的编者根据本科院校教学的实际,在教学实践基础上,结合近年来国外服务贸易原版书籍和国内最新的国际服务贸易书籍编写了这本双语教科书。

通过本课程的双语学习,学生能够通过外语了解国际服务贸易的基本理论知识以及国际服务贸易的发展现状,初步接触有关经典理论与新学说,从而及时把握世界服务贸易的一般运动规律及趋势。此外,帮助学生熟悉我国对外服务贸易的当前现状、国际地位和竞争水平形成系统认识,以增强对我国服务贸易未来发展的关注和兴趣。同时,本书结合相关汉语案例,适时分析各方在从事国际服务贸易活动中所面对的风险,并提出读者应该注意的知识要点和技能要点。

本书是在充分吸收和借鉴近年来国内外出版的有关教材、著作和论文的基础上,结合编者的教学经验和研究心得完成的。本书第 1 章、第 3 章、第 7 章由西安培华学院商学院副院长王西娅老师编写,第 2 章、第 5 章、第 8 章和第 9 章由西安培华学院大学英语部英语教研室主任杨立盟老师编写,第 4 章和第 6 章由西安培华学院外国语学院李娜老师编写,西安培华学院商学院单英骥老师参与了资料收集工作,王西娅老师负责全书的统稿工作,并由美国专家 Marissa Kluger 进行了语言的审校。由于编者水平有限,书中不足及疏漏之处在所难免,敬请广大读者批评指正。

王西娅

2012 年 2 月 28 日

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Chapter 1

Introduction to Service Economy (服务经济导论)

Learning objective: *This chapter mainly explains the basic concept of international service trade, including service, service industry and service trade. The understanding of this concept is the extending basis for the follow-up chapters.*

1.1 Understanding of service (对服务的理解)

By the economics, the goods that can satisfy human needs would be expressed by free goods and economic goods. The former one can be taken freely in endless quantity without effort, such as the air, the sun, etc.. But the latter one can only be taken by effort because of its limitation of quantity and its high occupation in society, which is classified into two kinds of basic existing forms: physical and nonphysical. The economic goods in physical form are called goods, instead, the economic goods in nonphysical form are called service, so-called “labor service”. In the economic society, service exists everywhere like goods. And the desire for service is the same as that for goods in quality and quantity. However, there is no popularly acceptable definition of service so far. In order to grasp the right definition of service, we need to look back on the history of service definition (See Diagram 1-1) .

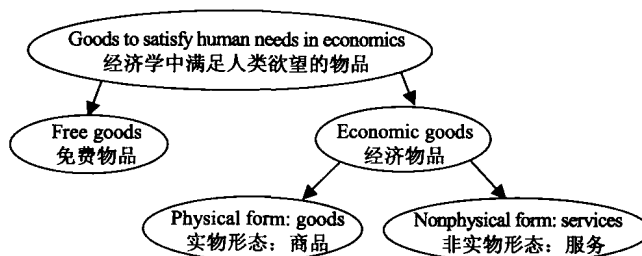


Diagram 1-1 Services in economics



1.1.1 Definition of service (服务的概念)

1.1.1.1 Definition before the World War II (第二次世界大战前的服务概念)

French classical economist Jean Baptiste Say (让·巴蒂斯特·萨伊, 1767-1832) defined the connotation and denotation of service in the earliest time and classified them on this base. He proposed in the book *Introduction to Political Economics* that the invisible goods (service) are the fruit of human labor and the capital outcome as well.

Another French classical economist Claude Frederic Bastiat (克劳德·弗雷德里克·巴斯夏, 1801-1850) contributed a lot in the theory of service economics with his main idea to the service value called Transaction Theory (交换论). He proposed in the book *Theory of Economic Harmony* that this (labor service) is one effort. To A, service is the effort he provides and to B, service is the demand and contentment. Labor service must include the transaction of transfer because it can not be supplied if it is not accepted by people. And service has the meaning of effort as well without evaluating if value is proportional to effort. The theory of Bastiat is based on that of Say in the economic theory. In Say theory, service is the effective creation whereas in Bastiat's theory, service refers to effort saved by the service recipients. Both of them took the economic relationship out of the value of goods.

Service economic theory is also one of the important parts of Marxist economics. Karl Marx (卡尔·马克思, 1818-1883) showed a penetrating definition of service: the word service normally refers to the special value-in-use made by this kind of labor just as other goods supplies its own special value-in-use. But this special use value of labor is called service because labor is not goods but the activity to supply service. This definition first of all proves that service is value-in-use, is the labor production, and is the social wealth to make the transactions in the market. Then, this definition expresses that the difference between service and other goods is only the patterns. Goods get the visible pattern but service expresses the pattern of activities.

1.1.1.2 Definition after the World War II (第二次世界大战后的服务概念)

The definition of service was not mature because the service economy fell behind before the Second World War. After the War, especially since the 1960s and 1970s, the rapid growth of service economy had become a highlight of the world economy, which drew much attention from the whole world. Thus, more and more researchers in this field appeared, and more and more various understandings of service came into being, most of which were only descriptive definitions.

In 1960, American Market Association (AMA) defined service as “an activity, benefit or a sense of satisfaction for sale or sale along with products”. Marketing expert Philip Kotler (科勒特, 1967) gave the definition of service as “an activity or benefit provided by one party for



other parties that is intangible in itself and results in no ownership and whose production may or may not be restricted by physical products.”

V.Fuchs(V.富克斯,1968) did a detailed research on US service economy after the Second World War. He also gave a definition of service by its characteristic: “Service disappears at the moment of its production. It can be only supplied at the presence of consumers. It can not be transported, accumulated or warehoused. It lacks substantiality.”

In 1977,T.P.Hill(霍尔) proposed the concept of service generally acknowledged in theoretical circles: “Service refers to the change in person or an object affiliated to an economic entity resulting from activities of other economic entities under the premise of prior desirability.” “Service is produced and consumed at the same time; that is to say, the change in consumer entity coincides with that in producer entity. This kind of change is identical. Once produced, the service must be acquired by consumers without warehousing, which is irrelative to its physical characteristics but is only impossible in logic.”

In 1990, the service marketing expert Gronroos(格鲁诺斯) from Finland defined service on the basis of the previous research as “an action or a series of actions that solve customer’s problems and usually happen in an intangible form between customer and service clerk, among tangible resources and goods or service systems”. This is one of the influential definitions of service that concludes some elements of service marketing in a sense, because of the service invisibility proposed and the essence of service to solve the problem of customers, and because of the elements of service proposed, which are customers, service personnel, service products and visible resources. In the same year, the International Standard Organization defined service as: service is a result from the activity among the suppliers and customers and from the internal activity from the suppliers in order to satisfy the demands of customers.

We need a conclusion of the concept of service: Service is a job or a kind of economic activity done by the individuals or social organizations for the customers with the help of some tools, facilities, equipments and mediums; it is an activity and benefit provided for individual consumer or enterprise to meet their specific needs, whose production may or may not be related to material products; it is the added value for individuals, goods or service in other economic units as well as the value-in-use or utility represented in the form of activities.

1.1.2 Characteristics of service (服务的特征)

There are a total of five characteristics of service, among which its invisible feature is the basic one to derive other features from it.

1.1.2.1 Intangibility (无形性)

The existence of service is basically invisible and unfixed, unlike that of goods which is



visible and certain. The consumer normally can not anticipate service ahead of time. Consumers always can anticipate the services after consuming the service or perceive the “benefit” after a certain period of time.

Service refers to a kind of action and effort provided for customers to satisfy their needs, so it is intangible; its value-in-use can not be separated from producers and customers and it can not be fixed on certain tangible goods. Thus, service is intangible in the two following aspects: On one side and, on most occasions, service can not be touched and felt because of its features and constitution elements when compared to tangible goods. On the other side, the customers’ feelings after being served is hard to measure or the benefit is felt some time later.

Intangibility of service is comparative since it is so closely connected to the tangible goods. But the tangibility is the key, the core and essence of service. With the development of science and technology, some intangible service has become a “tangible” one. In 1989, Canadian economist H. Gerlub (格鲁伯) proposed the concept of embodied service. For example, as the carriers of service, the value of CD and tape can be neglected compared with the whole value in the supply because the main value is service. This service is regarded as the transition of intangibility into tangibility.

1.1.2.2 Inseparability (不可分离性)

The inseparability refers to the same time existing between service production and consumption. If the service is supplied by a person, this person is one part of service. The direct dealing between customer and employee constitutes one part of the products if the customer is present while the service is produced, because service producers and consumers keep in direct touch with service customers. For example, teachers and students in education service, doctors and patients in medical service. The universal unity of service also shows us that service needs two ways by which service suppliers and service consumers can have mutual relationship. That means service producers cannot supply service without service consumers and service consumers cannot enjoy service without the service product process. Service consumers also influence the result of the service by their quality, ability and attitude.

In inseparability, service consumers are requested to participate in the service production process actively and cooperatively. The participant brings about consumer service. Inseparability also suggests customers are one part of products.

1.1.2.3 Perishability (不可储存性)

Perishability which is the main feature differing from goods means that the service production normally happens at the same time as service consumption. When producers accomplish the service production activities, consumers have simultaneously accomplished the process of service consumption, which means the service activities need to be accomplished with the



participation of service producers and consumers. Goods may not bring loss to the goods' owners because goods can be stored after the period of production and before the period of consumption whereas services can not be stored in time and can not be transferred through space like goods. Service can not bring any efficiency, and any benefits as well unless service goes into effect. If service is not provided in time, it can bring loss to consumers. For example, restaurants or retail industry shops, if there are no customers to be served, the loss in those industries would be a result. And the vacant seats or empty freight of planes or ships can not bring in any service income.

The perishability is decided by the imperceptibility(不可感知性) and the inseparability of service production and consumers. The perishability expresses that service does not need the cost of storage and transportation. But one more problem is obvious: service enterprises must solve the problem of imbalance in demands and supplies due to lack of stocks. The perishability also brings the difficulties in accelerating the service production and enlarging the service scales. Only in terms of enlarging service markets, developing standard service resources, can service be transferred from the passive demanded cases.

With the development of scientific techniques, intangible service starts to be stored with the generalized concept of storage in space and time. In time, service can be stored because service can be served in some period of time after the consumer buys the service. For example, insurance service can be enjoyed during the whole effective period after being purchased. And it can be served in certain cases during the effective period. For example, ask for compensation.

1.1.2.4 Heterogeneity (异质性)

Heterogeneity means a kind of feature which is hard to recognize in unification due to the various components of services and quality levels. People are the main body and targets of services. They are the core of services with respect to individuality, relating to service suppliers and consumers. The effectiveness and quality of goods' consumption is usually homogeneous whereas the effectiveness of service consumers is normally different from its quality. The differences are as follows: On one hand, the service quality is based on the techniques and quality of service suppliers while at the same time it is also influenced by service consumers. On the other hand, the demand of different service consumers could be different according to education background, moral quality, social experience and individual personality. Same service could have different effectiveness for different consumers. This kind of diversity lets us see the elastic spaces in the service quality, which asks for the regular demands of service quality for the majority of consumers. So the difference is decided by either the servicers' quality or the characteristic of the consumer themselves. For example, in the same tour, some tourists feel happy while some other tourists feel unsatisfied.