

普通高等教育规划教材

旅游管理专业英语教程

ENGLISH FOR TOURISM MANAGEMENT

郭 红 编著



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内容提要

本教材是为高等院校旅游类专业学生编写的专业英语教材。旨在帮助学生扩展旅游专业知识的同时,熟练掌握一定的旅游专业词汇和行业用语,培养学生专业英语的表达能力,从而能够直接阅读国外的专业性、学术性书刊,并进一步巩固英语语言基础,提高旅游管理专业学生的专业英语实际应用能力。

本教材内容新颖,题材广泛,涉及旅游业的方方面面,及时地向学生传递旅游业相关知识信息,在加强专业知识训练内容的同时,在前瞻性、系统性、实用性等方面有所突破。

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前 言

《旅游管理专业英语教程》是为高等院校旅游类专业学生编写的专业英语教材。全书共分 13 课，课文内容新颖，题材广泛，涉及旅游业的方方面面，及时地向学生传递旅游业相关知识信息。本教材在加强专业知识训练内容的同时，在前瞻性、系统性、实用性等方面有所突破。本书特点如下：

一是突出旅游专业知识的系统性。本教材主要是写给旅游管理专业的学生看的，要使学生不仅仅满足于知道专业术语的英文表达，而且要能够通过本教材的学习，加强对旅游整个行业的理解。

二是实用性。旅游行业的实践性非常强，教材精选我国旅游业界的经典案例作为练习，使学生能够把理论与实践相融合，因此本教材强调应用性，注重加强对学生运用专业英语能力的训练。

三是前沿性。引进国外旅游学研究的最新成果，以及最新的经典案例，做到教材编写与时俱进。

本教材由于选材广泛，书中没有一一注明出处，只列出了主要的参考文献，希望得到原作者的支持与谅解，在此作者表示诚挚的谢意。

由于编者水平和经验有限，书中难免有疏漏和不足，希望读者批评指正。

本书在出版前，一直作为北京联合大学旅游学院旅游管理专业的专用

教材，本书得到北京联合大学旅游管理市级重点建设学科专项经费的支持；在写作过程中，尤其得到旅游管理系宁泽群教授的鼓励和帮助，以及知识产权出版社蔡虹编辑的帮助，在此表示衷心的感谢。

本教材中的练习的参考答案，不便在教材中提供，以免影响教师授课效果。如有需要，请用此电子邮件地址与作者联系：gracegh@126.com。

编者

2012年8月

Contents

| | | |
|------------------------|---|-----|
| Unit 1 | Introduction to Tourism Industry | 1 |
| Unit 2 | The History of Tourism | 16 |
| Unit 3 | Tourist Transport (1) | 35 |
| Unit 4 | Tourist Transport (2) | 53 |
| Unit 5 | Hospitality and Related Services | 70 |
| Unit 6 | The Lodging Industry | 86 |
| Unit 7 | The Food Services Industry | 106 |
| Unit 8 | Visitor Attractions | 122 |
| Unit 9 | Tourist Motivation | 141 |
| Unit 10 | The Economic Impacts of Tourism | 154 |
| Unit 11 | The Social Impacts of Tourism | 169 |
| Unit 12 | Tourism Marketing | 184 |
| Unit 13 | Sustainable Tourism and the Future of Tourism | 201 |
| Reference Books | | 217 |

Unit 1 Introduction to Tourism Industry

Introduction

The new millennium has witnessed the continued growth of interest in how people spend their spare time, especially their leisure time and non-work time. Some commentators have gone as far as to suggest that it is leisure time — how we use it and its meaning to individuals and families — that defines our lives, as a focus for non-work activity. This reflects a growing interest in what people consume in these non-work periods, particularly those times that are dedicated to travel and holidays which are more concentrated periods of leisure time. This interest is becoming an international phenomenon known as “tourism”: the use of this leisure time to visit different places, destinations and localities which of feature in the holidays and trips people take in.

Tourism is now a global industry involving hundreds of millions of people in international as well as domestic travel each year. Since 1950 — when international travel started to become accessible to general public — tourist activity has risen each year at an average rate of 7.2%, in 2010, there were over 941 million international tourist arrivals. The industry (directly and indirectly) supported over 235 million jobs in 2010, and the total is forecast to increase to just over 303 million by 2020. Travel & Tourism investment was more than \$ 1200 billion

in 2010 and should reach \$ 2757 billion by 2020 (WWTC). Tourism is one of the biggest contributors to global economic and employment growth, in both developed and developing economies. Tourism has grown rapidly to become a major social and economic force in world.

Definitions of tourism and tourists

Tourism

Unfortunately, there is no one single definition of tourism that can be cited here as the definition that everyone adheres to. In fact, many different tourism definitions have been put forward over the years. Historically, the first meaning of tourism was the practice and theory of being a tourist. The French define tourism as “the art to satisfy the most diverse aspirations which invite man to move out of his daily universe”. The Webster’s dictionary defines tourism as “the guiding or managing of tourists; the promotion or encouragement of touring; the accommodation of tourists”. Other meanings exist, as the following

Tourism as the theory and practice of being a tourist

The original meaning of tourism, when the term was first used in England around 1800, is the one reported in the shorter oxford English dictionary: “the theory and practice of touring, traveling for pleasure.” Some modern academic writers implicitly follow that definition, many favor something different.

Tourism as a sector of regional and national economies

Around 1910 a handful of European ecumenists began what was probably the first economic research about tourism, studying economic implications associated with the increasing numbers of international tourists visiting Switzerland and Aus-

tria. They noted that the impacts were large and quite diverse. Tourism is vital for these countries, due to the income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment in the service industries associated with tourism. On a macro scale, the national economics derived benefits, notably in terms of foreign exchange earnings, akin to traded export earnings. These projects lead to research on the idea of tourism as a sector of the economy by economists.

One of the earliest definitions of tourism was provided by the Austrian economist in 1910, who defined it as, “total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region”.

Tourism as an environmental complex

In 1930s, some academics recognized that holiday trips have a more direct and immediate benefit than anything on the macro-economy; they can be, in general, good for the participants, especially working people from industrial cities enjoying outdoor holidays by the seaside or in rural settings. This led to the beginning, of the “social tourism” movement, a political program aimed at making holiday trips available to wider range of the community.

In 1941, Hunziker and Krapf, defined tourism as “the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity”. This definition is recognized by the International Association of Scientific Experts in Tourism (AIEST), an academic group based in Europe. The advantages of this definition are its acknowledgments of wide-ranging impacts and, probably, its vagueness, because from this base a very large number of issues could be studied under the name of “tourism”. However, the definition is demonstrably too vague, since it logically includes a great deal of human activity

that few thinking persons would regard as coming within the scope of tourism. In 1976 Tourism Society of England defined it as “Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes”.

Tourism as a type of leisure, recreation activity

Leisure is often seen as a measure of time and usually means the time left over after work, sleep and personal and household chores have been completed. In other words, leisure time is free time for individuals to spend as they please. Recreation normally refers to the variety of activities undertaken during leisure time. Basically, recreation refreshes a person's strength and spirit and can include activities as diverse as watching television to holidaying abroad. Recreation embraces the activities undertaken during leisure time, so tourism is simply a distinctive form of recreation activity.

As McIntosh, Goeldner and Ritchie (2009) indicted that any attempt to define tourism and to describe its scope fully must consider the various groups that participate in and are affected by this industry. Four different perspectives of tourism can be identified:

1. The tourist. The tourist seeks various psychic and physical experiences and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed.
2. The businesses providing tourist goods and services. Business people see tourism as an opportunity to make a profit by supplying the goods and services that the tourist market demands.
3. The government of the host community or area. Politicians view tourism as a wealth factor in the economy of their jurisdictions. Their perspective is related to the incomes their citizens can earn from this business. Politicians also con-

sider the foreign exchange receipts from international tourism as well as the tax receipts collected from tourist expenditures, either directly or indirectly. The government can play an important role in tourism policy, development, promotion, and implementation.

4. The host community. Local people usually see tourism as a cultural and employment factor. Of importance to his group, for example, is the effect of the interaction between large numbers of international visitors and residents.

Thus, tourism may be defined as the processes, activities, outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities and surrounding environments that are involved in the attracting and hosting of visitors.

World Tourism Organization

Tourism WTO has taken the concept of tourism beyond a stereotypical image of “holiday-making”. The officially accepted definition is: “Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.” All tourism includes some travel but not all travel is tourism. Three criteria are used simultaneously in order to characterize a trip as belonging to tourism. The displacement must be such that:

- the journey and the stay take place outside the normal place of residence a work, so that tourism gives rise to activities that are distinct from those of the residents and working populations of the places through which tourists travel and in which they stay. Destinations are visited for purposes other than the taking up of permanent residence or employment remunerated from within the places visited.
- Type of purpose: the travel must occur for any purpose different from being remunerated from within the place visited; the previous limits, where tourism was restricted to recreation and visiting family and friends are now ex-

panded to include a vast array of purposes.

- **Duration:** only a maximal duration is mentioned, not a minimal.

International tourism:

a. **Inbound tourism:** visits to a country by nonresidents. Example could be: a part of France visitors away to China on a trip.

b. **Outbound tourism:** visits by residents of a country to another country. Example could be: a family from Beijing going on holiday to Austria.

Internal tourism: visits by residents of a country to their own country examples would be: a couple taking a weekend break in their own country.

Domestic tourism: internal tourism plus inbound tourism (the tourism market of accommodation facilities and attractions within a country).

National tourism: internal tourism plus outbound tourism (the resident tourism market for travel agents and airlines).

Traveler: any person on a trip between two or more countries or between two or more localities within his/her country of usual residence. All types of travelers engaged in tourism are described as visitors.

Same-day visitors: visitors who do not spend the night in a collective or private accommodation in the country visited; for example, a cruise ship passenger spending four hours in a port.

Tourists: The World Tourism Organization defines tourists as people who “travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”. Visitors who stay in the country visited for at least one night; for example, a visitor on a two-week vacation.

The tourism industry

The most recent idea, widely in use and acceptance, is that tourism is an industry. The tourism industry can be defined as the sum of the industrial and commercial activities that produce goods and services wholly or mainly for tourist consumption.

Neil Leiper indicated that tourism industry comprised seven sectors:

The marketing specialist sector comprises organizational units such as retail travel agents, tour wholesalers and promotional agencies of national and regional tourism organizations.

The carrier sector includes public transport specialists such as motor coach, airline, railway and shipping lines.

The accommodation sector includes organizations providing lodging and related services such as food and drink to members of the public on trips. Its main location is in tourist destinations and it also functions at points along transit routes. Examples are hotels and resorts, motels, traveler hostels, camping ground and caravan parks. Private homes used by tourists visiting friends and relatives are not part of any industry, but rooms in private homes offered to strangers, usually for a price, would be included.

The attractions sector is made up of organizations aiming to provide tourists with leisure experience of any kind. Its locations are mainly in destinations, and also along transit routes.

The tour operator sector contains organizations that assemble or conduct prepackaged arrangements for tourist. Ingredients packaged might be transport, accommodation and attractions, using services drawn from organizations in those sectors.

The coordinating sector includes units within government departments of

tourism and transport which attempt to coordinate operations or strategic developments of any other sectors of these industries. Policy and planning units in those departments are often involved in coordination efforts.

The miscellaneous sector is the convenient basket category for leftovers. It takes in souvenir, duty free, luggage and other retailers specializing in the traveler-tourist trade, units in banks providing traveler's checks and currency exchange, as well as car rental and travel insurance companies.

The growth of tourism

A variety of important factors contributed to the development of tourism during the nineteenth and early part of the twentieth century. Mason suggested five major reasons for the growth of tourism.

- A rise in industrial output associated with the industrial revolution that in turn led to an increase in the standard of living.
- Improvements in transport technology, which led to cheaper and more accessible travel. Railways and ocean liners appeared in the nineteenth century and cars and aircraft in the first half of the twentieth century.
- The introduction of annual holidays towards the end of the nineteenth century.
- Changing perceptions of the environment. Locations that were once viewed as hostile, were now seen as attractive.
- An increasing desire to travel. This was related partly to improvements in education and also to greater overseas travel, which was mainly the result of war. This created interest in foreign locations and also overseas business travel.

Tourism organizations

International organizations

World Tourism Organization (WTO) : began in its current state in 1975 but was previously known as the International Union of Official Travel, which began in 1925. WTO is recognized by the United Nations (UN) giving it the right to speak to governments concerning tourism issues. WTO consists of a mix of 130-plus governments and 350 affiliated private enterprises.

World Travel and Tourism Council (WTTC) : was established in 1990 with members representing the world's foremost leaders in the private sector of Travel & Tourism. It aims to promote the importance of the industry as a generator of economic growth, encourage public-private partnerships, and persuades governments to adopt policies that will allow the industry to thrive.

International Air Transport Association : is the global organization for virtually all the international air carriers.

Regional international

Organization for Economic Cooperation and Development (OECD) : signed in Paris in 1960. OECD's Tourism Committee reports on tourism development and statistics of member nations.

Pacific Asia Travel Association (PACA) : Founded in Hawaii in 1951, represents 34 countries or areas in the Pacific and Asia. The common goal of this organization is to be excellent in travel and tourism growth in this vast region.

National organizations

United States Travel and Tourism Administration (USTTA)

The China National Tourism Administration (CNTA): Founded in 1964, CNTA is responsible for the growth of both international and domestic tourism in China.

Vocabulary

| | |
|----------------------|--------------------------|
| millennium n. 一千年 | witness v. 见证 |
| commentator n. 评论员 | dedicate v. 献身 |
| phenomenon n. 现象 | cite v. 引用 |
| adhere v. 坚持 | diverse adj. 变化的 |
| aspiration n. 渴望 | ecumenists n. 基督宗教合一者 |
| implication n. 暗示物 | academic adj. 学术的 |
| vital adj. 必不可少 | levy v. 征税 |
| derive v. 起源 | akin adj. 类似的 |
| rural adj. 农村的 | acknowledgment n. 认可 |
| vagueness n. 模糊不清 | chore n. 家庭杂事 |
| embrace v. 围绕 | perspectives n. 角度 |
| jurisdiction n. 管辖范围 | outcome n. 结果 |
| comprise v. 包含 | consecutive adj. 连续不断的 |
| criteria n. 标准 | simultaneously adv. 同时发生 |
| permanent adj. 永久的 | facility n. 设备 |
| caravan n. 活动房屋 | ingredients n. 组成部分 |
| leftover n. 剩余物 | output n. 生产量 |
| hostile adj. 敌对的 | thrive v. 发达 |

Key Terms

| | |
|--------------------------------|--------------------------|
| developed country 发达国家 | developing country 发展中国家 |
| foreign exchange earnings 外汇收入 | export 出口 |

| | |
|----------------------------|------------------------|
| destination 目的地 | tourist 旅游者 |
| tourism 旅游业, 旅游 | host community 东道主地区 |
| international tourism 国际旅游 | internal tourism 国内旅游 |
| inbound tourism 入境旅游 | outbound tourism 出境旅游 |
| domestic tourism 本国旅游 | national tourism 国家旅游 |
| traveler 旅行者 | same-day visitors 当日游客 |
| leisure time 闲暇时间 | usual environment 通常环境 |
| visit 参观, 游览 | visitor 游客, 参观者 |
| retailer 零售商 | wholesaler 批发商 |
| tour operator 旅游运营商 | traveler's checks 旅行支票 |
| expenditure 支出 | consumption 消费, 消费量 |

Notes

1. Hunziker and Krapf, defined tourism as “the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity”. 旅游是非本地居民的旅行和暂时逗留所产生的现象和关系的总和, 这些人不会导致永久居留, 并且不从事任何赚钱的活动。

2. McIntosh, Goeldner and Ritchie (2009) tourism may be defined as the processes, activities, outcomes arising from the relationships and the interaction among tourists, tourism suppliers, host governments, host communities and surrounding environments that are involved in the attracting and hosting of visitors. 旅游可以定义为在吸引和接待旅游者的过程中, 由于游客、旅游企业、东道政府及东道地区的居民的相互作用而产生的一切现象和关系的总和。

3. Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than on consecutive year for leisure, business and other purposes. 旅游是指人们为了休闲、商业和其他目的离开通常环境去往他处并在那里连续停留不超过一年的活动。

4. World Tourism Organization (WTO) 世界旅游组织是联合国系统的政