



教育部旅游人才培养创新实验区项目
中国旅游院校五星联盟教材编写出版项目

[双语教学用书]

| 旅游管理专业模块 | 模块主编 黄国良 陈增红

中国主要旅游客源国 与目的地国概况

*Survey of Major Source
and Destination Countries
for Chinese Tourism:
A Bilingual Textbook*

王佩良 编著

中国旅游出版社

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出版说明

把中国旅游业建设成国民经济的战略性支柱产业和人民群众更加满意的现代服务业，实现由世界旅游大国向世界旅游强国的跨越，是中国旅游界的光荣使命和艰巨任务。要达成这一宏伟目标，关键靠人才。人才的培养，关键看教育。教育质量的高低，关键在师资与教材。

经过 20 多年的发展，我国高等旅游职业教育已逐步形成了比较成熟的基础课程教学体系、专业模块课程体系以及学生行业实习制度，形成了紧密跟踪旅游行业动态发展和培养满足饭店、旅行社、旅游景区、旅游交通、会展、购物、娱乐等行业需求的人才的开放式办学理念，逐渐摸索出了一套有中国特色的应用型旅游人才培养模式。在肯定成绩的同时，旅游教育界也清醒地看到，目前的旅游高等职业教育教材建设和出版还存在着严重的不足，体现在教材反映出的专业教学理念滞后，学科体系不健全，内容更新慢，理论与旅游业实际发展部分脱节等，阻碍了旅游高等职业教育的健康发展。因此，必须对教材体系和教学内容进行改革，以适应飞速发展的中国旅游业对人才的需求。

上海旅游高等专科学校、浙江旅游职业学院、桂林旅游高等专科学校、南京旅游职业学院、山东旅游职业学院、郑州旅游职业学院等中国最早从事旅游职业教育的骨干旅游高职院校，在学科课程设置、专业教材开发、实训实习教学、旅游产学研一体化研究、旅游专业人才标准化体系建设等方面走在全国前列，成为全国旅游教育的排头兵、旅游教学科研改革的试验田、旅游职业教育创新发展的先行者。他们不仅是全国旅游职业教育的旗帜，也是国家旅游局非常关注的旅游教育人才培养示范单位，培养出众多高素质的应用型、复合型、技能型的旅游专业人才，为旅游业发展做出了贡献。中国旅游出版社作为旅游教材与教辅、旅游学术与理论研究、旅游资讯等行业图书的专业出版机构，充分认识到高质量的应用型、复合型、技能型人才对现阶段我国旅游行业发展的重要意义，认识到推广中国骨干旅游高等职业院校的基础课程、专业课程、实习制度对行

业人才培养的重要性,由此发起并组织了旅游院校五星联盟教材编写出版项目暨中国骨干旅游高职院校教材编写出版项目,将六校的基础课程和专业课程的教材成系统精选出版。该项目得到了“五星联盟”院校的积极响应,得到了国家旅游局人事司、教育部高职高专旅游专业教学指导委员会、中国旅游协会旅游教育分会的大力支持。经过各方两年多的精心准备与辛勤编写,在国家“十二五”开局之年,这套教材终于推出面世了。

中国旅游院校五星联盟教材编写出版项目暨中国骨干旅游高职院校教材编写出版项目所含教材分为六个专业模块:**“旅游管理专业模块”**(《旅游概论》、《旅游经济学基础》、《中国旅游地理》、《中国旅游客源国与目的地概况》、《中国主要旅游客源国与目的地概况(双语教学用书)》、《旅游市场营销实务》、《旅游服务业应用心理学》、《旅游电子商务》、《旅游职业英语》、《旅游职业道德》、《旅游策划实务》、《旅游交际礼仪》);**“酒店服务与管理专业模块”**(《酒店概论》、《酒店前厅部服务与管理》、《酒店客房部服务与管理》、《酒店餐饮部服务与管理》、《酒店财务管理》、《酒店英语》、《酒店市场营销》、《调酒与酒吧管理》);**“旅行社服务与管理专业模块”**(《旅行社经营管理》、《旅游政策与法规》、《导游业务》、《导游文化基础知识》、《旅行社门市业务》、《旅行社业务操作技能实训》);**“景区服务与管理专业模块”**(《景区规划原理与实务》、《景区服务与管理》、《旅游资源的调查与评价》);**“会展服务与管理专业模块”**(《会展概论》、《会展策划与管理》、《会展展示设计》、《实用会展英语》);**“烹饪工艺与营养专业模块”**(《厨政管理》、《烹饪营养与食品安全》、《面点工艺学》、《西餐工艺与实训》)。本套教材实行模块主编审稿制,每一个专业模块均聘请了一至三位该学科领域的资深专家作为特邀主编,负责对本模块内每一位主编提交的编写大纲及书稿进行审阅,以确保本套教材的科学性、体系性和专业性。“五星联盟”的资深专家及六校相关课程的骨干教师参与了本套教材的编写工作。他们融合多年的教学经验和行业实践的体会,吸收了最新的教学与科研成果,选择了最适合旅游职业教育教学的方式进行编写,从而使本套教材具有了鲜明的特点。

1. 定位于旅游高等职业教育教材的“精品”风格,着眼于应用型、复合型、技能型人才的培养,强调互动式教学,强调旅游职业氛围以及与行业动态发展的零距离接触。

2. 强调三个维度能力的综合,即专业能力(掌握知识、掌握技能)、方法能力(学会学习、学会工作)、社会能力(学会共处、学会做人)。

3. 注重应用性,强调行动理念。职业院校学生的直观形象思维强于抽象逻辑思维,更擅长感性认识和行动把握。因此,本套教材根据各门课程的特点,突出对行业中的实

际问题和热点问题的分析研讨，并以案例、资料表述和图表的形式予以展现，同时将学生应该掌握的知识点（理论）融入具体的案例阐释中，使学生能较好地将理论和职业要求、实际操作融合在一起。

4. 与相关的行业资格考试、职业考核相对应。目前，国家对于饭店、导游从业人员的资格考试制度已日渐完善，而会展、旅游规划等的从业资格考核也在很多旅游发达地区逐渐展开。有鉴于此，本教材在编写过程中尽可能参照最新的各项考试大纲，把考点融入到教材当中，让学生通过实践操作而不是理论的死记硬背来掌握知识，帮助他们顺利通过相关的考试。

中国旅游院校五星联盟教材编写出版项目暨中国骨干旅游高职院校教材编写出版项目是一个持续的出版工程，是以中国骨干旅游高职院校和中国旅游出版社为平台的可持续发展事业。我们对参与这一出版工程的所有特邀专家、学者及每一位主编、参编者和旅游企业界人士为本套教材编写贡献出的教育教学和行业从业的才华、智慧、经验以及辛勤劳动表示崇高的敬意和衷心的感谢。我们期望这套精品教材能在中国旅游高等职业教育教学发挥它应有的作用，做出它应有的贡献，这也是众多参与此项编写出版工作的同人的共同希望。同时，我们更期盼旅游高等职业教育界和旅游行业的专家、学者、教师、企业界人士和学生在使用本套教材时，能对其中的不足之处提出宝贵意见和建议，我们将认真对待并吸纳合理意见和建议，不断对这套教材进行修改和完善，使之能够始终保持行业领先水平。这将是我们的不懈追求。

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序一

适合旅游与会展专业开展 双语教学的好教材

认识佩良博士是一种缘份。2008年7月,我应邀出席第四届中国国际会展文化节期间,佩良邀请我去湖南商学院交流一下,之后又全程陪同我参观了岳麓书院。佩良对岳麓书院历史的讲解,给我留下了非常难忘的印象,他渊博的知识和对事物执着钻研的治学态度,使我本能地感受到他肯定能够成为一个非常有影响力的学者。

会展业作为一种新兴的现代服务业,近年来得到了世界很多国家和地区的高度重视。中国会展业经过新世纪以来“黄金十年”的发展,目前在国民经济和社会发展中的作用和地位日益凸显。旅游与会展都是国际化程度非常高的行业,不仅需要从业者具有较高的外语水平,同时还需要深入了解不同国家和地区的政治、经济、历史、文化等方面,因而推动旅游和会展领域的双语教学是提升旅游和会展行业人才素质的基础性工作。双语教学有多种体现形式,但不管哪种形式,都需要首先创建一套好的双语教材。

这本教材的内容主要分为两个板块。一是简要介绍了旅游及会展领域的基本概念和发展态势,二是分地区和国别简要介绍了中国17个主要客源国与目的地国的经济、政治、历史、文化、民俗、会展业和旅游业概况。这17个国家中,我只去过美国、德国、澳大利亚、俄罗斯、韩国等部分国家,对不少国家缺乏直接体验和研究。由于我在澳大利亚的时间相对较长,情况比较熟悉,因而详细阅读了关于澳大利亚的相关资料,我觉得该书的资料非常翔实,对了解澳大利亚的风土人情和旅游、会展具有很高的价值。

佩良最近推出的这本《中国主要旅游客源国与目的地国概况(双语教学用书)》,是推动我国旅游及会展领域双语教材建设的重要探索,对推动该领域双语教学的发展必将发挥重要的作用。

刘大可

北京第二外国语学院经贸与会展学院院长

Preface Two

It is claimed that tourism is the fastest growing international industry. The speed of its development is such that it is easy to lose sight of its dimensions. It is a multidisciplinary area of study, embracing a variety of analyses, from marketing and economics to ethnographic and environmental studies. With such breadth and depth, tourism needs a solid starting point and where better than a description of the main organizations, places and occasions which are relevant? This book provides this starting point, with an encyclopedic review of the main structures with which tourism is organized and major contexts within which tourism takes place.

The book focuses on an important component of tourism: MICE i.e. travel for Meetings, Incentives, Conventions and Exhibitions. Whilst much of tourism literature concentrates on leisure tourists, an important element of the growth in tourism worldwide is business tourism, of which MICE is the most significant element. MICE provides the places and occasions at which to host face-to-face industrial communication. And in the internet age, MICE is an important reminder that there is no substitute for being there!

Survey of Major Source and Destination Counties for Chinese Tourism : A Bilingual Text book has an impressive global coverage, which is only right considering that tourism and MICE are definitive international industries. The range of countries covered comprises seven from the Asia-Pacific region, five from Europe, three from America and two from Africa. This book provides a clear and succinct guide to the main features of tourism and MICE in these countries.

Peter Taylor

Professor of Sheffield Hallam University, UK

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Tourism & MICE Industry

学习意义 全球旅游产业与会展产业方兴未艾，发展迅猛。通过本章的学习，熟悉旅游和会展产业的相关概念，了解相关的组织与机构，宏观把握全球旅游和会展产业的发展态势，为下一步分国别学习奠定基础。

内容概述 Section 1 Tourism Industry介绍了全球旅游业发展概况、著名的旅游组织、旅游公司、旅游项目以及知名的旅游酒店。Section 2 MICE Industry解释了会议、展览、节庆的基本概念，并着重介绍了世界博览会、世界杯足球赛、世界选美赛等大型赛事活动。

学习目标



知识目标

- ❶ 了解世界主要旅游组织、机构。
- ❷ 了解世界主要旅游类型及其特征。
- ❸ 了解会议、展览、节庆等相关概念。
- ❹ 了解全球主要的会展公司及会展活动。

能力目标

- ❶ 能通过网络、文献等手段搜集资讯，掌握全球旅游与会展产业发展态势。
- ❷ 能针对所在地的出入境旅游与会展活动开展调研。

Section 1 Tourism Industry

【导读】1841年，英国人托马斯·库克包租了一列火车，组织570人从莱斯特前往拉夫堡参加禁酒大会，从而揭开了现代旅游的序幕，库克因此被誉为现代旅游业之父。“二战”后，科技进步，现代交通工具日新月异，人们的闲暇和可支配收入不断增多，人类由此进入休闲时代，全球旅游产业开始突飞猛进。现在，人们外出旅游日益频繁，旅游花销越来越多，旅游形式日益丰富。或入繁华都市休闲，或至荒漠旷野探险，或于深涧险峰寻幽，或往异国他乡猎奇，探险游、美食游、生态游、医疗游、黑色游、末日游，花样繁多，你来我往。旅游过程中，人们互尊重重，增信释疑，加强了了解与合作，全球成为村庄，天下可臻大同。中国也正在由旅游大国向旅游强国迈进。

Part One Tourism Situation and Trends

1. International Tourism Survey (国际旅游概况)

Tourism means travel for recreational, leisure or business purposes. Wealthy people have always traveled to distant parts of the world, to see great buildings, works of art, learn new languages, experience new cultures and taste different cuisines. The word “tourism” was used by 1811 and “tourist” by 1840. In 1936, the League of Nations defined foreign tourist as “someone traveling abroad for at least 24 hours”.

Tourism is vital for many countries due to the large intake of money for businesses with their goods and services, and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services, hospitality services, and entertainment venues.

2. International Tourism Trends (国际旅游趋势)

Tourists have high levels of disposable income (可支配收入), considerable leisure time, better education, and sophisticated tastes. There is now a demand for better quality products, which has resulted in a fragmenting of the mass market for beach vacations; people want more specialized versions, quieter resorts, family-oriented holidays or niche market-

targeted destination hotels.

The developments in technology and transport infrastructure, such as jumbo jets (巨型飞机), low-cost airlines and more accessible airports have made many types of tourism more affordable. UNWTO estimates that up to 500,000 people are on planes at any time. There have also been changes in lifestyle, such as retiree-age people who sustain year round tourism.

UNWTO forecasts that international tourism will continue growing at the average annual rate of 4%. With the advent of e-commerce, tourism products have become one of the most traded items on the internet. Tourism products and services have been made available through intermediaries.

Part Two Main Tourism Organization and Tourism Culture

1. Cox & Kings (考克斯金旅游公司)

Cox & Kings is the oldest established travel company in the world, its history stretching back to 1758. It grew through the 18th and 19th centuries. The company set up five branches in India between 1905 and 1911, supplementing those in Alexandria and Egypt (1919 and 1920) and Rangoon (1921) .

When the Great War began, Cox & Co employed some 180 staff, of which one third joined the army. During the Great War, some 250,000 men were on their books, 50,000 cheques were cleared a day and a special department was set up to deal with the influx of American soldiers in 1917. By the end of the war some 4,500 worked for the firm.

In October 1922, Cox & Co bought Henry S. King Bank which had a large network in India. They also moved into new offices in Pall Mall. The USA office was opened in New York in June 1988 . Cox & Kings purchased Tempo Holiday, a Melbourne based wholesale travel company in July 2008, and purchased Bentours (based in Sydney) in January 2010. Cox & Kings is now an independent tour company with offices in the United Kingdom, India, the United States and Japan. Its global headquarter is in London.

2. World Travel and Tourism Council (世界旅行旅游理事会)

The World Travel & Tourism Council (WTTC) was established in 1990 in London, and today the Council is positioned as the global business leaders' forum for Travel & Tourism, comprising the Chairmen and Chief Executives of 100 of the world's foremost organizations,

representing all regions and sectors of the industry. Its website is www.wttc.org.

WTTC works together with governments to raise awareness of Travel & Tourism as one of the world's largest industries, employing approximately 235 million people and generating 9.3 percent of world GDP. The Global Travel & Tourism Summit is an annual WTTC gathering for both public and private sector leaders of travel and tourism. The Summit aims to facilitate meaningful dialogue among the world's Travel & Tourism industry and government leaders.

3. World Tourism Organization (世界旅游组织)

The World Tourism Organization (UNWTO), based in Madrid (马德里), is a United Nations agency dealing with issues relating to tourism. It is a significant global body, concerned with the collection and collation (核对) of statistical information on international tourism.

UNWTO plays a role in promoting the development of responsible, sustainable and universally accessible tourism and the interests of developing countries. UNWTO encourages the implementation of *the Global Code of Ethics for Tourism* (《全球旅游道德规范》), with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap (获得) its benefits, while minimizing its negative social and environmental impacts.

The origin of UNWTO stems back to 1925 when the International Congress of Official Tourist Traffic Associations (ICOTT) was formed at Hague (海牙). WTO came into operation on November 1, 1974. At the fifteenth general assembly in 2003, the UNWTO general council and the UN agreed to establish the UNWTO as a specialized agency of the UN. As of 2010, its membership included 154 members, 7 associate members and 2 observers.

4. World Tourism Day (世界旅游日)

Since 1980, UNWTO has celebrated World Tourism Day on September 27. This date was chosen as on that day in 1970, the Statutes of the UNWTO were adopted. The purpose of this day is to raise awareness on the role of tourism within the international community and to demonstrate how it affects social, cultural, political and economic values worldwide.

At its twelfth session in Istanbul (伊斯坦布尔) in October of 1997, the UNWTO General Assembly decided to designate a host country each year to act as the Organization's partner in the celebration of World Tourism Day.

5. World Heritage Site (世界遗产地)

A UNESCO World Heritage Site is a place (such as a forest, mountain, lake, desert, monument, building, complex or city) that is listed by the UNESCO as of special cultural or physical significance. The list is maintained by the international World Heritage Program administered by the UNESCO World Heritage Committee, composed of 21 parties which are elected by their General Assembly.

The program catalogues, names, and conserves sites of outstanding cultural or natural importance to the common heritage of humanity. Under certain conditions, listed sites can obtain funds from the World Heritage Fund. Each World Heritage Site is the property of the state on whose territory the site is located, but it is considered in the interest of the international community to preserve each site.

As to 2010, there have been 911 World Heritage Sites located in 151 States Parties. Of these, 704 are cultural, 180 are natural and 27 are mixed properties. Italy is home to the greatest number of World Heritage Sites to date with 45 sites inscribed on the list. The World Heritage Committee has divided the countries into five geographic zones: Africa, Arab States, Asia-Pacific, Europe & North America and Latin America & Caribbean.

Part Three Characteristic Tourism

1. Leisure Travel (休闲旅游)

Leisure travel was associated with the Industrial Revolution in the United Kingdom—the first European country to promote leisure time to the increasing industrial population. Initially, this applied to the owners of the machinery of production, the economic oligarchy (寡头), the factory owners and the traders. These comprised the new middle class.

2. Adventure Travel (探险旅游)

Adventure travel is a type of tourism, involving exploration or travel to remote, exotic and possibly hostile areas. Adventure travel is rapidly growing in popularity, as tourists seek different kinds of vacations. Adventure tourism gains much of its excitement by allowing its participants to step outside of their comfort zone. This may be from experiencing culture shock or through the performance of acts, that require significant effort and involve some degree of

risk and/or physical danger. This may include activities such as mountaineering, trekking(徒步), bungee jumping (蹦极), mountain biking, rafting (漂流), zip-lining (索道) and rock climbing. Some obscure (鲜为人知) forms of adventure travel include disaster and ghetto (贫民窟) tourism.

3. Culinary Tourism (美食旅游)

Culinary tourism is experiencing the food of the country, region or area, and is now considered a vital component of the tourism experience. Dining out is common among tourists and food is believed to rank alongside climate, accommodation, and scenery in importance to tourists.

Culinary tourism is defined as the pursuit of unique and memorable eating and drinking experiences. Culinary tourism is not limited to gourmet food, and wine tourism and beer tourism are also regarded as subsets (子集) of culinary tourism.

4. Cultural Tourism (文化旅游)

Cultural tourism has been defined as the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs. It is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those peoples, their art, architecture, religions, and other elements that helped shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities, and their values and lifestyle.

5. Ecotourism (生态旅游)

Ecotourism is responsible travel to fragile, pristine, and usually protected areas that strive to be low impact and small scale. Its purpose is to educate the traveler, provide funds for ecological conservation, directly benefit the economic development and political empowerment of local communities, and foster respect for different cultures and for human rights. Since the 1980s, ecotourism has been considered a critical endeavor by environmentalists, so that future generations may experience destinations relatively untouched by human intervention.

Ecotourism typically involves travel to destinations where flora, fauna and cultural heritage are the primary attractions. One of the goals of ecotourism is to offer tourists insight

into the impact of human beings on the environment, and to foster a greater appreciation of our natural habitats.

6. Medical Tourism (医疗旅游)

Medical tourism is a term initially coined by travel agencies and the mass media to describe the rapidly growing practice of travelling across international borders to obtain health care. It also refers to the practice of healthcare providers travelling internationally to deliver healthcare.

Services typically sought by travelers include elective procedures as well as complex specialized surgeries such as joint replacement, cardiac (心脏) surgery, dental surgery, and cosmetic (美容) surgeries. However, virtually every type of health care, including psychiatry (精神病), alternative treatments, convalescent (康复) care and even burial services are available. Over 50 countries have identified medical tourism as a national industry.

7. Agritourism (农业旅游)

Agritourism involves any agricultural operation or activity that brings visitors to a farm or ranch (牧场). Agritourism is considered a growth industry in many parts of the world. Agritourism overlaps with geotourism, ecotourism and culinary tourism.

Agritourists can choose from a wide range of activities that include picking fruits and vegetables, riding horses, tasting honey, learning about wine and cheese-making, or shopping in farm gift shops and farm stands for local and regional produce or hand-crafted gifts.

8. Sports Travel (体育旅游)

Since the late 1970s packaged (打包) sports travel has become increasingly popular. Events such as rugby (橄榄球), Olympics, Commonwealth Games, Asian Games and Football World Cups have enabled specialist travel companies to gain official ticket allocation and then sell them in packages that include flights, hotels and excursions.

9. Educational Tourism (教育旅游)

Educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment. In educational tourism, the main focus of the tour or leisure activity includes visiting another country to learn about the culture, such as in Student Exchange Programs and Study Tours, or to work and apply skills learned inside the classroom in a different