

高等学校旅游管理专业系列教材

主要旅游客源国概况

(双语教材)

A Survey of Major Tourist Resource Countries

王佩良 主编

高等教育出版社

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Zhuyao Lüyou Keyuanguo Gaikuang

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内容简介

本书共5章19节,第一章,系统阐述全球会展产业、旅游产业概况。第二章至第五章,重点阐述亚太地区、欧洲地区、美洲地区以及非洲地区包括韩国、日本、印度尼西亚、马来西亚、泰国、印度、澳大利亚、俄罗斯、意大利、法国、英国、德国、美国、墨西哥、巴西、埃及、南非17个旅游会展产业的发达国家的地理、气候、经济、政治、历史、文化、民俗、会展产业和旅游产业的概况,内容丰富,中、英文结合,适用性强。以英文为主,对重要的人名、地名、专业术语注以中文,免除读者查阅之苦,提高阅读效率,在不知不觉中增大词汇量,提高阅读能力,同时也开阔视野,获得丰富的专业知识。

本书不仅适合普通高等学校本科生作为教材使用,也适合研究生和旅游从业人员作为参考书使用。

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作者简介

王佩良,湖南商学院旅游管理学院会展经济与管理系主任、博士、副教授,湖南省中青年骨干教师,主要从事旅游文化、会展策划等教学与研究,主讲“主要旅游客源国概况”、“宗教文化”、“民俗文化”、“湖湘文化”、“国际会展”、“会展策划”、“会展项目管理”等课程。在《湖南师范大学学报》、《湘潭大学学报》、《湖南大学学报》、《湖南社会科学》等刊物上发表学术论文40余篇,获湖南省科技进步奖三等奖、湖南省哲学社会科学优秀应用成果奖三等奖各1项,主持完成省厅级科研课题6项,出版专著、教材和工具书8种。现兼任中国会展教育联合会理事、长沙市会展行业协会副会长等职。联系方式:Email: w-pl515@163.com。

序 一

认识佩良博士是一种缘分。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,他渊博的知识和执著钻研的治学态度,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。会展与旅游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,还需要深入了解不同国家和地区的政治、经济、历史、文化等方方面面,因而推动会展和旅游领域的双语教学是提升会展和旅游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全球17个旅游客源国的经济、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,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、会展业具有很高的价值。

佩良最近推出的这本《主要旅游客源国概况》双语教材,是推动我国会展及旅游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

序 二

建设会展与旅游强国，需要国际化应用型人才支撑

21 世纪以来，科学技术突飞猛进，交通通信日新月异，世界格局和人民生活方式发生巨大改变，可谓“全球一村”。在此形势下，一个国家一个地区必须扩大对外开放，一个企业一个公民亟须加强对外交流。中国前总理温家宝曾在政府工作报告中指出，“我们要全面适应国际形势变化和国内发展要求，拓展对外开放的广度和深度。”中共十八届三中全会报告提出：“适应经济全球化新形势，必须推动对内对外开放相互促进、引进来和走出去更好结合。”不同的国家和地区，因不同的历史渊源和社会习俗，形成了特定的文化背景，并由此形成不同的价值取向、思维方式、社会规范和用语规则，以致在国际交往中常常出现障碍、误解甚至冲突。在某种意义上讲，现代科技虽然拉近了人们的时空距离，却并没有缩短人们的心理距离，提升人们跨文化交流（Cross-cultural Communication）的素养与能力显得尤为重要。

会展与旅游作为新兴的服务产业，属于“朝阳产业”和“无烟产业”，影响面广，关联度高，能汇聚巨大的人流、物流、资金流和信息流，对于一个城市或地区的国民经济发展和社会进步有着巨大的推动和催化作用。随着中国综合实力的快速提升，中国正实施“走出去”战略，会展和旅游因其涉外性强，国际化程度高，自然少不了跨文化交流，不管是组织中国同胞出国学习、考察，还是招徕外国客商前来参展、旅游，都要提高服务水平。这就要求从业者具有开阔的国际视野、良好的文化素养以及高超的跨文化交际能力。多年来，王佩良博士致力于此，潜心研究，撰写了《主要旅游客源国概况》一书，对于全球 17 个主要旅游业发达国家的基本概况、文化背景、旅游产业以及会展产业进行了系统梳理，不仅深入挖掘了各国的历史文化，也系统介绍了各国的旅游和会展产业，且中英文结合，既是高校旅游、会展及相关专业开展双语教学的优秀教材，也是广大旅游和会展从业者开眼看世界，提升国际竞争力的良好读本，对于培养优秀的国际化应用型人才，助推中国早日建成旅游强国和会展强国，拓展个人、企业甚至国家的发展空间，具有重要意义。

序 三

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!

A Survey of Major Tourist Resource Countries has an impressive global coverage, which is only right considering that MICE and tourism are definitive international industries. The range of countries covered comprises seven from the Asia/Pacific region, five from Europe, three from the Americas and two from Africa. This book provides a clear and succinct guide to the main features of MICE and tourism in these countries.

Peter Taylor, Sheffield Hallam University, UK

9 March, 2012

序 四

A Global Villager Needs Ability of Cross-culture Communication

I have had the privilege of visiting China many times over the last twenty years, and have traveled the vast country from top to bottom, sometimes for business purposes, and always for pleasure. In those two decades I have witnessed incredibly positive changes in terms of the reception and provision for foreign visitors, and attribute much of this to the open-minded nature of the country's people and their willingness to adapt to the smaller, closer modern world.

My initial visits to China, in the mid 90s, whilst fascinating and stimulating, often left me frustrated and bewildered by what appeared to be fundamental cultural barriers. As a typically private and reserved Briton, the overwhelming hospitality of my Chinese hosts felt intrusive and molly-coddling. Their friendly questioning probed my career development and finances often to the point of inquisition, and their insistence that certain aspects of their cultural heritage were "unique" and "wonderful" frequently found me in the uncomfortable position of having to disagree with people who had never before heard dissent.

The China of today is quite different. As a businessman or tourist I can fully expect to be treated with tact and respect. If I desire a day to my own devices, nobody is offended by my lack of apparent friendliness. If I choose to remain silent on a matter, it is no longer taken to mean that something is amiss, but that I simply consider the matter to be private. If I choose to state an opposite position on a matter of culture, history, politics or religion, the wary silence of the past is now replaced by challenge and debate.

China continues to grow in power and influence in the global society, and as it blooms it must continue to strive for ever greater cultural understanding of the others

who comprise that society. This book is an excellent reference for those making this journey. It outlines the geography, history, politics, culture, cuisine and recreation of seventeen countries, all of which play significant roles in China's economic interests. A student, business person, hotelier or politician, using this book as a reference, will be significantly better equipped to understand the needs and motivations of his or her foreign guests.

Robert Antony Hicks
A Professor of Chinese Culture, Severnvale Academy

前 言

21 世纪以来,世界政治、经济和文化发生了深刻变化,中国在改革开放中取得了举世瞩目的成就,2001 年加入 WTO,2008 年举办北京奥运会,2010 年举办上海世博会,中国已成为令世人瞩目的贸易大国、旅游大国和会展大国,正在向贸易强国、旅游强国和会展强国迈进。随着科技和生产力的快速发展,人们可支配的闲暇和余钱不断增多,中国也逐步迈入休闲时代,以旅游、会展为主的休闲产业方兴未艾,前景广阔。可以预见,在不久的将来,随着中国综合国力和国际地位的迅速提升,中外政治、经济、文化的交流将更加活跃、频繁,不仅有更多的外国客商前来中国投资兴业,开展经贸文化活动,也将有更多同胞走出国门,去开会参展,开展商务旅游,去世界各地寻找资源,开拓市场。这就需要我国高校培养出更多具有 WTO 素养的国际型人才,旅游、会展、外贸等涉外性强的专业尤其要加强对主要旅游客源国概况的教学,而双语教学更能收到事半功倍之效。

教育部对双语教学非常重视,先后出台多项奖励政策,开展了双语教学质量工程。全国各高校纷纷掀起双语教学改革热潮,并初显成效。目前双语教学能否顺利开展,师生的英语水平已不是主要问题,合适的双语教材则显得尤为关键。国外原版教材价格昂贵,著作权问题暂且不谈,其内容和体例也不切合我国教学实际,影响教学效果。因此,加强双语教材建设已成为双语教学顺利推进的关键环节。编者 2006 年在中国旅游出版社出版了《中国主要旅游客源国与目的地国概况双语教学用书》,被多所旅游院校采用,先后增印两次,社会反响很好,2009 年被评为湖南商学院优秀教材。

2011 年 10 月,中共十七届六中全会确立了加强文化体制改革,大力繁荣社会主义文化产业的战略目标,吹响发展文化产业的号角,文化创意产业已成为世界经济发展的新潮流。2012 年,国家教育部对高校专业目录作了调整,将旅游管理、酒店管理、会展管理 3 个本科专业归属于旅游管理大类,辖于管理学。因此,加强“主要旅游客源国概况”的教学,培养具有跨文化交流能力的复合型人才,是提升中国会展和旅游产业国际竞争力的战略举措。

全书共 5 章 19 节,系统阐述了全球会展产业、旅游产业概况以及 17 个主要旅游客源国的经济、政治、历史、文化、民俗、会展业和旅游业概况,内容丰富。

中、英文结合,适用性强。以英文为主,对重要的人名、地名、专业术语注以中文,免除读者查阅之苦,提高阅读效率,在不知不觉中增大词汇量,提高阅读能力,同时也开阔视野,获得丰富的专业知识。

本书既可作为高校会展管理、旅游管理、酒店管理、国际贸易、市场营销、中英文秘、应用英语等涉外性强的专业作为专业课程或选修课程的双语教材,也可以作为广大涉外工作者的参考读物。为方便教学,配有的双语课件。该课件图文并茂,内容丰富,曾两次荣获教育部优秀教学课件奖。教师可结合教材、课件以及师生的实际情况,因材施教,创新施教,一定能取得理想的教学效果。

英国谢菲尔德·哈勒姆大学彼特·泰勒教授、英国塞文威尔学院 Robert Hicks 教授、北京第二外国语学院刘大可教授和长沙市会展办主任陈树中先生长期从事旅游、会展与休闲研究,并热心提携后进,欣然为本书撰写序言,褒奖有加。本书在编写过程中,湖南商学院旅游管理学院院长钟志平教授、湖南省旅游局副局长高扬先博士给予了学术指导,也得到了王春雷、王春华、王瑞花、王贺瑜、王兴斌、万先进、任国岩、尹华光、刘松萍、刘辛田、刘冰彬、刘春章、刘建军、过聚荣、田亚平、杜书云、伏六明、吕连琴、孙凤芝、孙峰、孙巧耘、孙士银、孙炯、孙克勤、李智玲、李婉琼、李再辉、李志勇、李文正、李永芬、李昕、黄彬、许传宏、张敏、张健康、张玉明、张金霞、张文建、张宏梅、张秋雯、张昕华、张骏、张艳玲、张颖、何俊阳、何会文、宋继革、许颖、把多勋、胡平、胡强、冯源、冯景云、曲波、陈献勇、陈文君、陈艳珍、陈晓静、陈中平、陈家刚、汤腊梅、高洁、吴晓隼、郑耀星、邱云志、赵利民、苟自钧、罗秋菊、罗润来、钟颖、钟永德、阎友兵、孟凡胜、周湘莲、周荣华、周凤杰、贺小荣、贺云、杨顺勇、杨琪、杨红英、杨雅莹、杨建容、俞彤、姚宏、姚昆遗、姜红、袁绍斌、唐湘辉、唐跃军、唐健雄、唐玲萍、唐飞、蓝星、廖春花、彭琳、谢早春、曹勇、章育良、章锦河、蔡清毅、蔡颖、蔡梅良、潘树林、童牧林、黄丽华、黄静波、舒惠芳、郭旭、傅广海、梁莺、梁金兰、梁赫、熊继红等旅游会展教育界朋友的指教和帮助。此外,本书还参考了相关网站和图书资料,吸收了许多学术界同仁的最新研究成果,因限于篇幅,未能一一注明,在此一并深表谢意。因时间仓促,学力不及,难免疏漏,敬请读者批评指正。

编者

2014年2月

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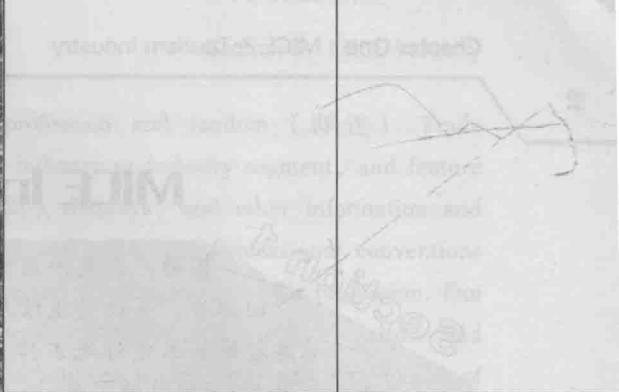
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Chapter One

MICE & Tourism Industry



MICE Industry

Section 1

提要：会展产业大致包括会议、展览、节庆与奖励旅游四部分。会议交流信息，展览展示产品，节庆提供体验，奖励旅游激励员工更好地工作。从全球来看，欧洲会展产业最发达，北美洲次之，亚洲迅速崛起，南美洲与非洲稍差。德国是展览强国，专业水准高，品牌效益好，以服务产业为主。法、英曾举办多届世博会和奥运会，注重文化与艺术，以人为本。美国以会议和节事活动为主，强调交流与休闲，关联效益好。日本、韩国、新加坡会展产业发展迅猛，中国会展产业突飞猛进，正由会展大国向会展强国迈进。世博会、奥运会、世界杯为全球顶级节事活动。达沃斯论坛、八国集团首脑会议、亚太经济合作组织会议、博鳌论坛为具有影响力的国际会议。广州交易会、东京电玩展、汉诺威工业展、美国消费类电子展为知名展会。

1

Part One Meeting and Convention

Introduction to MICE

The term MICE is widely used as a description of the meetings, incentives, conventions and exhibitions industry. Most components of MICE are well understood, perhaps with the exception of incentives. Incentive tourism is usually undertaken as a type of employee reward by a company or institution for targets met or exceeded, or a job well done.

MICE tourism usually includes a well-planned agenda centered on a particular theme, such as a hobby, a profession, or an educational topic. Such tourism is a specialized area with its own trade shows and practices.

Convention (会议)

A convention is a gathering of individuals who meet at an arranged place and time in order to discuss or engage in some common interest. The most common

conventions are based upon industry, profession and fandom (群迷). Trade conventions typically focus on a particular industry or industry segment, and feature keynote (主题) speakers, vendor (厂商) displays, and other information and activities of interest to the event organizers and attendees. Professional conventions focus on issues concerning to the profession and advancements in the profession. Fan conventions usually feature displays, shows, and sales based on pop culture and guest celebrities (名流). Science fiction conventions traditionally partake (分担) of the nature of both professional conventions and fan conventions.

Conventions are often planned and coordinated in exacting detail by professional meeting and convention planners, either by staff of the convention's hosting company or by outside specialists. Most large cities will have a convention center dedicated to hosting such events. The convention industry is generally regulated under the tourism sector (部门).

A convention center is a large building that is designed to hold a convention, and typically offers sufficient floor area to accommodate several thousand attendees. Convention centers typically have at least one auditorium and may also contain concert halls, lecture halls, meeting rooms and conference rooms. Some large resort area hotels include a convention center.

Professional Conference Organizer (专业会议组织者)

A Professional Conference Organizer (PCO) is a company which specialises in the organisation and management of congresses, conferences, seminars (论坛) and similar events. PCOs work as consultants for academic and professional associations. They usually provide full service management for conferences including but not limited to conference design, registration, site and venue selection and booking, audiovisuals, IT support, logistics (物流), leisure management, marketing, printing and web services, sourcing speakers, funding and sponsorship, financial management and budget control. Other companies offer related services including travel agents and public relations companies. They tend to focus on limited areas such as destination management.

Meeting Professionals International (国际会议专家联合会)

Meeting Professionals International (MPI) is a professional community for the global meeting industry. Founded in 1972, the Dallas-based non-profit association has

68 chapters and clubs, over 24,000 members from 69 chapters in 20 countries around the world. It organizes four annual conferences: the World Education Congress (in summer), the Meet Different (in winter), the Asian Meetings and Event Conference (in fall), and the European Meeting and Events Conference (in spring). MPI publishes *One+Magazine*, a monthly magazine (formerly *the Meeting Professional*), with online access to select feature articles, columns and destination articles.

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Part Two Exhibition and Trade Fair

Exhibition (展览)

An exhibition is an organized presentation and display of a selection of items. In practice, exhibitions usually occur within museums, galleries (美术馆) and exhibition halls. Exhibitions may be permanent displays or temporary, but in common usage, exhibitions are considered temporary and usually scheduled to open and close on specific dates. While many exhibitions are shown in just one venue, some exhibitions are shown in multiple locations, such exhibitions are called travelling exhibitions.

Though exhibitions are common events, the concept of an exhibition is quite wide and encompasses (包括) many variables. Exhibitions range from an extraordinarily large event such as a world's exposition to small one-artist solo shows or a display of just one item. Architects, exhibition designers, graphic designers and other designers may be needed to shape the exhibition space and give form to the editorial content.

Art exhibitions include an array of artifacts (艺术品) from countless forms of human making: paintings, drawings, crafts, sculpture, video installations, sound installations, performances, interactive art, etc. Art exhibitions may focus on one artist, one group, one genre, one theme or one collection; or may be organized by curators (策展人), selected by juries, or show any artwork submitted.

Interpretive exhibitions require more contexts to explain the items being displayed. This is generally true of exhibitions devoted to scientific and historical

themes. Interpretive exhibitions generally require more text and more graphics than fine art exhibitions do. The topics of interpretive graphics cover a wide range including archaeology (考古学), anthropology (人类学), ethnology, history, science, technology and natural history.

Commercial exhibitions, generally called trade fairs, trade shows or expos, are usually organized so that organizations in a specific interest or industry can showcase and demonstrate their latest products. Some trade fairs are open to the public, while others can only be attended by company representatives and members of the press.

Trade Fair (贸易博览会)

A trade fair is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent market trends and opportunities. In contrast to consumer fairs, only some trade fairs are open to the public; while others can only be attended by company representatives and members of the press. Therefore, trade shows are classified as either "Public" or "Trade Only". A few fairs are hybrids of the two. One example is the Frankfurt Book Fair, which is trade-only for its first three days and open to the general public on its final two days. They are held on a continuing basis in virtually all markets and normally attract companies from around the globe.

Trade fairs often involve a considerable marketing investment by participating companies. Costs include space rental, design and construction of trade show displays, telecommunications and networking, travel, accommodations, and promotional literature and items to give to attendees. In addition, costs are incurred at the show for services such as electrical, booth cleaning, Internet services, and drayage (拖运费). Consequently, cities often promote trade shows as a means of economic development.

Large Trade Fairgrounds

Ground	City	Indoor Floor Area	Outdoor Floor Area
Hanover Fairground	Hanover	496,000 m ²	58,070 m ²
Fiera Milano	Milan	345,000 m ²	60,000 m ²
Frankfurt Trade Fair	Frankfurt am Main	321,000 m ²	83,700 m ²
Las Vegas Convention Center	Las Vegas	297,000 m ²	
Koelnmesse	Cologne	284,000 m ²	100,000 m ²