

旅游专业英语规划系列教材

# Tourism English MANAGERIAL

## 旅游管理英语



姚宝荣 韩琪 曹锋 编著



旅游教育出版社

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中国旅游出版社

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## 出版说明

随着世界全球化进程的加快,旅游业也在日益成为一个国际化的产业。中国旅游业的发展自然离不开这个国际大舞台。旅游业的国际化为相关从业人员提供了更多的发展机遇,同时也对他们的专业素养提出了更高的要求。与外界交流与合作的增加,必然要求旅游从业人员不仅要懂专业,还要能够用英语与来自世界各国的旅游业内同行及旅游者交流,这样才能够提供更加优质高效的服务,才能进一步拓展业务发展的空间。

然而,工欲善其事,必先利其器,优秀专业人才的培养自然离不开好的教材、好的教学方法。旅游业是一个应用性很强的行业,相应教材必须具有实践性、专业性强的特点,才能适应行业发展的需要。正是基于这样的宗旨,根据不同教育层次的需求,我们组织编写了这套“旅游专业英语规划系列教材”。本套教材根据教学阶段的不同,分为三个层次,共四本,分别是:《旅游基础英语》《旅游实践英语》(上册、下册)和《旅游管理英语》。

《旅游基础英语》以旅游行业基础听说能力训练为主,辅以简短阅读内容,适合中等职业院校及高等职业院校低年级的旅游相关专业学生使用;《旅游实践英语》(上册、下册)遵循“听说领先,读写跟上”的原则,兼具听说读写四模块,适合高等职业院校、大专院校及以上水平的旅游相关专业学生使用;《旅游管理英语》则以行业实用性相关文章阅读为主,引进先进的管理和服务理念,并兼容案例分析、实用写作技巧和训练等内容,适合大专院校本科及研究生层次的旅游管理相关专业学生使用。同时,这套书还可供相应层次的社会从业人员自学和培训使用。

本套书中的四本教材,根据不同教学层次的需要,本着“实用为主,够用为度”的原则,在语言难易度及涉及内容方面形成了一定的梯度,既相互衔接,又各有侧重点。同时,这四本书还有一共同的特色:紧密结合行业需要和发展动态,或根据行业部门分工的不同,或根据工作情境不同,划分教材的章节,具有系统性、条理性、全面性、实践性、前瞻性强的特点。

希望本套教材的出版,能为中国旅游行业培养高素质的涉外型人才稍尽绵薄之力。也希望广大读者在使用过程中,多提宝贵意见,以使本套书不断完善和提高。

旅游教育出版社

## 前 言

旅游服务与旅游管理是旅游业发展中两个互相关联的很重要的方面。旅游服务质量的好坏会直接影响到旅游者的旅游体验,而旅游管理质量的优劣,则会在很大程度上决定着旅游服务质量的高低。因此,完善旅游业管理体制、提高旅游从业人员的管理与服务水平,是旅游业健康发展的一个必由之路。

《旅游管理英语》就是一本为旅游管理从业人员及院校旅游管理专业和旅游英语专业高年级学生编写的传授旅游管理理念和经验的教材。本教材共有15个单元,内容不仅涵盖了旅游业的三大支柱产业,即饭店业、旅行社和旅游交通业,同时还涉及了近年来旅游业发展新趋势的有关内容,例如:文化遗产保护、会展旅游、跨文化交际、生态旅游、旅游与经济发展、电子旅游等。我们期望学生通过对这些内容的学习,能对旅游业有一个全新的认识。

本教材每单元的主要模块包括:两篇课文(Text A & Text B)、练习(Exercises)、案例分析(Case Study)以及实用旅游应用文写作(Practical Writing)。为帮助学生理解课文,特提供了基础词汇表(Words and Expressions)、注释(Notes)和专业词汇表(Key Words and Concepts)。练习(Exercises)部分主要包括课文阅读理解、词汇练习和英汉汉英翻译等形式。案例分析(Case Study)部分则提供了一个与该单元内容相关的旅游管理案例,供教师和学生进行开放式的讨论,设置本模块的目的在于扩大学生的视野,锻炼其思辨能力,加强课堂讨论的针对性和趣味性。在实用旅游应用文写作(Practical Writing)的设计上,我们力求紧密结合旅游业的实际业务操作,使学生在学习与操练之后,能够了解并掌握旅游业常用信函的写作格式要求。涉及到的常用信函包括询价信、报价信、预订信、确认信及旅游广告、旅游线路安排、旅游合同、导游词、邀请信、投诉信、请柬等。

由于各个旅游院校(专业)的培养目标及学生英语水平不同,周学时安排不尽一致,教师可根据实际情况确定本教材使用的时间长度,一般应为一学年,也可以有选择地采用本教材的内容,使用一个学期。另外,本教材配有教师用书,包括练习答案和额外3个单元的补充阅读材料及练习,供教师根据课时需要选用。教师用书为电子版,如有需要,可从中国旅游教育网([www.tepcb.com](http://www.tepcb.com))下载。

编者希望集自己多年在旅游英语教学及科研方面的经验,在本书的编写内容及体例等方面能有所突破,奉献给广大读者一本全新的《旅游管理英语》教材。但由于编者水平有限,本书若有不尽如人意之处,衷心期望广大读者多提宝贵意见,以使本书在再版时能够改进提高。

编 者

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# Unit 1

## The Sunshine Industry

### 朝阳产业

#### Learning Objectives:

After studying this unit you should

- Be able to describe the development of tourism
- Be able to identify the major sectors of the travel industry
- Be able to explain the contribution of tourism to the developing economy
- Be aware of the future of the sunshine industry
- Understand the impact of internet on the travel industry

### ★ Text A

## Tourism—the Sunshine Industry

### 旅游业——朝阳产业

#### Tourism and Tourists in Profile

The tourism industry,<sup>1</sup> known as the sunshine industry, has become one of the most important economic influences of modern times.

Tourism has been one of the fastest growing industries in recent years. Indeed, the growth rate of tourism has generally exceeded the growth rate for the worldwide economy. Sometimes it seems as though a new resort area springs up every day. The shores of the Mediterranean and Caribbean Seas and the Pacific coastlines of Mexico, Florida, and Hawaii<sup>2</sup> are only a few of the areas that have been intensively developed.

In spite of this rapid growth, it is not easy to define tourism, and accurate statistics are not easy to obtain. Tourism necessarily involves travel; a tourist is

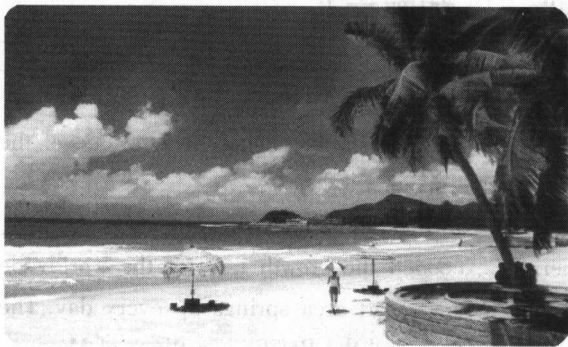


usually defined as a person who is visiting some place other than his usual residence for more than 24 hours. A tourist is distinguished by the length of his trip from an excursionist, who is away from his usual residence for less than 24 hours, or at most a weekend.

The question of purpose, however, also must enter into the definition of tourism.<sup>3</sup> Many people travel entirely for the purpose of recreation or pleasure; they are people on holiday. Some people travel for reasons of health. Other people travel to visit friends or relatives, a reason that has become more important because of increased mobility throughout the world. Still others travel in order to educate themselves in accord with the old precept that travel is broadening.<sup>4</sup>

All of these people are generally considered tourists since the primary reason for their trips is recreation. Most tourist statistics also include people who are traveling on business. Among them are businessmen and government officials on specific missions, as well as people attending meetings or conventions. Another kind of business travel is the incentive trip.<sup>5</sup> A bonus or reward is given, for example, to a salesman who has exceeded his quota. Many people among those traveling on business often combine pleasure with their work. They also use the same transportation, accommodations, and catering facilities as holiday tourists.<sup>6</sup>

Not included in the area of tourism are people who travel to some place in order to take up a job there. Students who travel to another region or country where they are enrolled in a regular school are not usually included in tourist statistics either.



The marketing approaches for the two major divisions among tourists—recreational and business travelers—are somewhat different.<sup>7</sup> The recreational travelers respond to a greater degree to lower fares and other inducements in pricing and selecting the destination for their trips. In a

technical phrase, they make up a price elastic market.<sup>8</sup> The business groups, on the other hand, make up a price inelastic market.<sup>9</sup> Their trips are not scheduled according to lower fares, the destination is determined in advance, and the expense is



usually paid for by their employers. They are looking for dependable rather than inexpensive service. Business travelers also make more trips to large cities or industrial centers than to resort areas, although many conventions are now held at resort hotels. It should be noted, however, that some large cities, such as London, Paris, New York, Rome, Beijing and Shanghai, are themselves the most important tourist destinations in the world. Because of this, it is difficult to separate pure recreational travel from business travel.

### The Evolution of Modern Tourism

Tourism is a relatively new phenomenon in the world. Since being away from home is a necessary component of tourism, its development as a mass industry depends on modern means of rapid and inexpensive transportation. Tourism as we know it today began with the building of the railroads in the 19<sup>th</sup> century. In fact, the words tourism and tourist themselves were not used for the first time until about 1800. The first tour in the modern sense was put together by Thomas Cook<sup>10</sup> in England in 1841, and the firm of Thomas Cook & Sons has remained one of the prominent names in the tourist industry. Steamships also increased tourism, especially across the North Atlantic, the major route of modern tourism. The automobile and the airplane in still more recent times have also become major modes of transportation for recreational purposes. The greatest growth in international tourism has taken place only since the end of World War II in 1945, and it has paralleled the growth of air transportation.

Industrialization has produced the other conditions that are necessary for tourism. Among them is the creation of a large number of people with an amount of disposable income<sup>11</sup>—income above and beyond what is needed for basic expenses such as food, shelter, clothing and taxes. Another important condition is urbanization, the growth of large cities. Residents of the big population centers take more holiday trips than residents of rural areas. Anyone who has been to Paris in August, for example, cannot help but observe that a great many of the inhabitants—with the exception of those who serve foreign tourists—are away on vacation.

The importance of industrialization can be seen from the fact that approximately 80 percent of international tourists come from the industrialized countries—Canada and the United States, the nations of Western Europe, and Japan. Two of these countries, the United States and Germany, account for about half of this tourist traffic. In addition, all of these countries generate a large amount of internal tourism.<sup>12</sup>



## Tourism in Developing Countries

However, international travel to East Asia and Africa is rising at a rate greater than for the world as a whole. About three-fourths of the world's people live in the Third World countries—about 38 percent in China and India. It is significant that, although most of Indians are poor, perhaps 100 million of India's population could be considered middle-income and are potential international travelers. Over the last decade, tourist arrivals and receipts in the Asia-Pacific region rose at a rate faster than most parts of the world, almost twice the rates of industrialized countries. Every projection indicates that this trend will continue for the next decade and beyond.<sup>13</sup>

Mexico, a Third World country, provides some six million visitors to the U. S. annually (about half as many as the visitors from Canada). Mexico has a population of 85 million; Canada, about 26 million.

Sun-and-sea areas that are near the major markets for tourists derive a large part of their income from tourism. On the Mediterranean, Spain, Portugal, Greece, Morocco, and Tunisia all have highly developed travel industries. Off the coast of the United States, the Bahamas and Bermuda among others attract large numbers of tourists.<sup>14</sup>

If the statistics on numbers of tourists are inexact, those on their expenditures are even more so. Some of the figures are relatively accurate, such as the amount of money spent on long-distance travel, hotel accommodations, and catering services within the hotels. Other statistics, however, present problems in analysis. How large a proportion of the sales of stores in or near resort areas can be attributed to tourist spending? Or how much do tourists spend on local transportation or entertainment? Even though it is difficult to arrive at exact figures for these expenditures, it should be noted that tourism benefits not only airlines, hotels, restaurants, and taxi drivers, among others, but also many commercial establishments and even the manufacturers of such varied items as sunglasses, cameras, film, and sports clothing.

One of the principal reasons for encouraging a tourist industry in many developing countries is the so-called multiplier effect<sup>15</sup> of the tourist dollar. Money paid for wages or in other ways is spent not once but sometimes several times for other items in the economy—the food that hotel employees eat at home, for example, or the houses in which they live, or the durable goods that they buy.

In some countries the multiplier can be a factor as high as three, but it is often a lower number because of leakage.<sup>16</sup> Some of the dollar may soon leave the destination





(“a leakage”) to pay for imported fuel, food, furniture, and other items that are not available locally, or are not competitively priced, or are not of the desired quality. Some of the dollar may go abroad as interest payments or profits to nonresidential investors.<sup>17</sup> Some goes for local and national taxes. The part that remains may be rapidly spent within the economy, invested or saved. In some tourist areas, it has been necessary to import workers. Many of these workers cause leakages in the form of remittances to their home countries.

Another attraction of the tourism industry for the developing countries is that it is labor-intensive;<sup>18</sup> that is, it requires a large number of workers in proportion to the people who are served. This is a common feature of service industries, which deal with intangible products<sup>19</sup>—like a holiday—rather than tangible products—like a refrigerator.

### Major Components of the Sunshine Industry

The tourism industry can be categorized into the following sectors: accommodation and catering, transport, travel organizers, attractions and destination organizations.

The two main groups of travel organizers are retail travel agents and tour operators, although other groups, such as conference organizers, also go to make up this sector.

The tourist attractions sector is very diverse and is made up of natural and built resources.<sup>20</sup> It comprises gardens, national parks, theme parks, amusement parks, wildlife parks, temples, ancient monuments, museums, art galleries, heritage sites, and so on.<sup>21</sup> In addition to these “permanent” attractions there are many temporary attractions such as events and festivals. Every year, the Kite Festival in Weifang, Shandong Province, the Ice Sculpture Festival in Har’bin, northeast of China, attract hundreds of thousand of visitors and become increasingly popular.<sup>22</sup>

### The Future of the Sunshine Industry

With the beginning of the new millennium, virtually everyone, from national governments to local communities, seems to be involved in tourism activities. As the industry has grown it has also become much more diverse and complicated than it was in the 1980s and 1990s. Traditional patterns of long holidays were replaced with more frequent and shorter length of stay. Activities have modified, with greater interest in learning something new. As a result, many new opportunities for travel and new