



普通高等教育“十一五”国家级规划教材

● 大学英语选修课 / 学科课程系列教材

# 旅游英语

# English for Tourism

■ 《大学英语选修课 / 学科课程系列教材》项目组 编



高等教育出版社  
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藏书章

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# 《大学英语选修课/学科课程系列教材》

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# 《大学英语选修课/学科课程系列教材》总前言

随着我国经济、文化、科技的不断发展，社会对大学生的英语水平提出了更高的要求，大学英语教学改革已成为社会关注的热点之一。为了推动大学英语教学改革，教育部在总结近年来教学改革经验的基础上，对2004年公布的《大学英语课程教学要求（试行）》进行了全面修订，并于2007年8月正式颁布了《大学英语课程教学要求》。与以往的《大学英语教学大纲》相比，《大学英语课程教学要求》从以下三个方面为大学英语教学带来了新的变化：1. 培养目标的变化。《大学英语课程教学要求》提出，大学英语要培养学生的英语综合应用能力，在坚持其通用基础学科定位的同时，提出了与专业学习相结合的专门用途英语，以及以人文、国际交流为核心的文化素质课程的定位；2. 教学思想的变化。提出了自主学习的思想，鼓励学生自主选择学习内容和学习方式；3. 教学模式的变化。鼓励在教和学的过程中使用以计算机为基础的教育技术，拓展英语学习的渠道，增加语言练习的机会，提高语言输入和输出的质量。

面对新的改革形势，我们明显感到，现行的以英语基础能力发展为核心的大学英语教材体系难以适应新形势的需要，广大师生也盼望着更多与国际文化知识、专业知识、学术交流相结合的新型英语教材，满足正在出现的大学英语的多重定位、学生自主选择学习内容和基于计算机技术的自主学习方式等变化的需要。为此，我们提出开发《大学英语选修课/学科课程系列教材》。

本系列教材为“普通高等教育‘十一五’国家级规划教材”，主要供完成《大学英语课程教学要求》中规定的“一般要求”后，继续学习“较高要求”和“更高要求”英语课程的学生使用，也可供研究生及广大专业技术人员学习专业英语、学术英语，提高英语综合应用能力使用。

本系列教材包括语言技能发展、跨文化交际能力发展和通用学术交流能力发展三个子系列。语言技能发展系列教程着重发展学生的通用英语技能。在该系列教材的开发中，我们将分期、分批建设若干门大学英语高级技能发展课程教材，其中包括：网络视听、翻译实践、网上阅读、高级阅读、口译技巧、应用写作等。跨文化交际能力发展系列教程着眼于扩展学生的国际文化视野，培养学生将英语作为国际交流语言使用的能力。在该系列教材的开发中，我们拟建设的教材有中西方文化概论、英语文化解读、英语演讲与辩论、跨文化交际、世界文明与文化导论、科技与人文、文学选读、经典作品欣赏、影视欣赏等。通用学术交流

能力发展系列教程重在发展学生使用英语进行相关专业学术交流的能力。在该系列课程的开发中，我们将重点建设两大类别的专业学术英语课程，即 A 类教材和 B 类教材。其中，A 类教材以学术研究和职业技能为基础，包括学术写作、学术会议、批判性思维等；B 类教材以专业知识为基础，提供能供双语教学使用的专业通用基础教材，从而将专业学习与语言学习有机地结合起来。

本系列教材的开发是我们的一个新的尝试，新教材强调英语学习与文化学习、专业学习、学术交流和工作的结合，突出英语学习的实用性、学术性和人文性，充分反映国内外新式教学思想和理念，突出学生的参与和自主学习，强调信息技术的使用和教材的立体开发。我们相信，该系列教材的出版一定会给广大师生带来新的感受和新的教学体验，进而深化我国大学英语教学改革，创造出大学英语教学的新范式。

由于编者水平有限，加之时间仓促，疏漏和不妥之处在所难免，恳请读者不吝指正。

《大学英语选修课 / 学科课程系列教材》项目组

2008 年 1 月

# 前 言

本书是为高等院校旅游管理专业、旅游英语专业、英语专业及其他相关专业师生提供的教学用书，并可作为旅游行业从业人员和广大旅游爱好者的参考读物。

本书力求做到将英语语言能力与旅游专业知识相结合，专业思维与动手能力相结合。全书不仅提供了全球旅游业发展变化的最新信息，而且对与旅游业有关的社会与文化现象作了深入的剖析，以提高学生获取信息，分析问题、解决问题的能力以及应用英语的能力。本书将实用性、趣味性和时代性融为一体，力求学与用的最佳结合。书中配有大量图表与照片，章节后配有练习和实践课题，营造出生动形象的教学环境，有助于提高学生的学习热情，增强学习效果。

全书用英语写作，从旅游国际化和信息化的大背景出发，从主要参与者的角度宏观地描述了各种旅游企业目前面临的问题，同时涉及到经营实践、流程与工具等具体问题。本书通过分析中国当代旅游行业实例，深入浅出地表现其蕴藏的理论知识，历史地看待中国旅游业现阶段的发展，并将其与西方发达国家旅游的发展轨迹做了横向比较；把旅游业和旅行行业看作有机共生的两个部分，从最新的中国旅游业的实际情况出发，对大众旅行社、零售和机票代理业务的结合做了介绍，还介绍了特种旅游（游轮游、自行车游、观鸟游、自驾游和高尔夫游等）的要求与运作情况。

本书的写作团队既包括英语高级口译、旅游管理、英语外事以及经贸专业的学者教授，又有多年在国内外从事大众出入境和替代性旅游的项目管理专家和旅行社专家。本教材的具体分工如下：黄文（四川师范大学基础教学学院）担任主编；朱多生（四川省党校工商旅游教研部）为副主编，负责第十六及第十八章；张炬（四川师范大学历史文化与旅游学院）为副主编，负责第七及第二十四章；谭朝晖（旅游专业人士）负责第五章；陈乾康（四川师范大学历史文化与旅游学院）与毛竹、罗翔（四川师大历史文化与旅游学院）负责第三、四及第十五章；朱丹（四川外语学院成都学院英语外事系）、莫文俊（四川外语学院成都学院英语经贸系）负责第二、十一及第二十章；邬娜（四川大学锦江学院）负责第八章；刘茜（中国银行龙泉支行副行长）负责第二十三章；杨小乐、张燕（四川师范大学历史文化与旅游学院）负责第十九及第六章。Dr. Herb Brook（北京大学、电子科技大学客座教授）为本书做了校对。本书中的照片除另有署名的以外，均为旅游专业人士谭朝晖提供。

在本书的写作过程中，作者与旅行旅游界相关公司的专业人士进行了多次接触，他们回答了本书涉及的一些旅游专业问题，并对一些现象进行了客观的评论。作者特别要感谢下列旅游界的专业人士：谭朝晖先生（自行车游专业人士）、唐军先生（观鸟游专业人士）、李亚西先生（特种游专业人士）、刘波先

生（四川省中国青年旅行社）、陈宏先生（四川和平国旅）、周小丁先生（四川康辉旅行社）、康骥先生（保险业专业人士）、李延平先生（四川航空公司）、刘茜女士（中国银行龙泉支行副行长）、黄海亮先生（国家旅游局），以及四川省旅游局张谷先生、熊隆东先生，成都市旅游局和育东先生，观澜高尔夫会所各位师生等。同时本书也收集和研究了大量旅游相关资料，参考了一些从业者及专家学者的研究成果，他们的研究为我们提供了写作思路和素材。尽管作者尽全力追索版权资料的原作者，但难免挂一漏万，存在着某些资料在不知情时被使用的情况，希望能借此机会向原作者致以歉意。在此一并表示感谢和敬意。

在这里特别要提到的是四川师大基础教学学院与旅游管理学院各位领导，各位同事，以及学生们，是他们对旅游行业的热爱和对知识的渴求，促成了本书的诞生。同时感谢本书的编辑出版人员，尤其是高等教育出版社贾巍老师，没有他的帮助，我们就不可能完成此书。

本书中存在的其他问题和不足之处，尚希读者批评指正。

编者

2009年8月



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# An Introduction to Tourism

## 旅游简介

*Meili Snow Mountain Shangri-la, Greentours photograph*

In recent history, serious attempts have been made to define the word “tourism”, though the results the academic circles have come up with are hardly agreed on. To generate an all-inclusive, sometimes ill-assumptive definition without any misleading is not the purpose of this book, so we deliberately bypass this tedious task by looking direct at tourism in China in real pictures. Of course, it would be helpful to examine it with frequent references to our forerunners’ researches and base on generally accepted technical “terms” within the conceptual frameworks for this industry. In light with today’s tourism in China, the following aspects are explored: tourist product, motivation for touring, characteristics of the tour, etc.

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### NOTE

The statistical data and facts regarding the tourism and travel industry in China in this text are republished from published sources. No claims are made regarding the accuracy of the information contained here. All suggestions for corrections of any errors about China tourism and travel industry should be addressed to the competent parties. The information presented in each section has been organized for instruction purposes; it should not be used for official travel booking purposes, or as being representative of existing practices.

## Characteristics of the Tourist Product

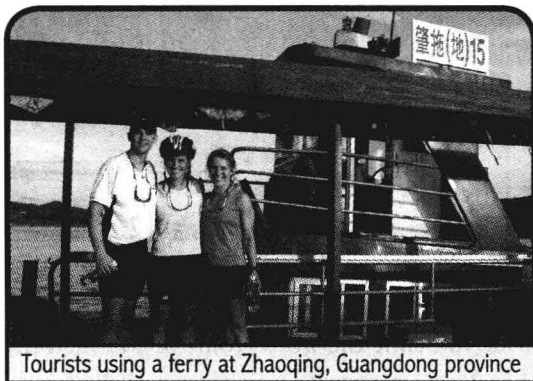
### 旅游产品的属性

#### miscellaneous

[mɪsɪ'leɪnjəs, -niəs]

adj. 各色各样混在一起的, 混杂的;  
多才多艺的

Tourism products and services consist essentially of transport (air, sea, road and rail, etc.), accommodation (hotels, motels, family lodges, youth hostels, etc.) and entertainment and live attractions—both constructed and natural (theme parks, heritage sites, famous mountains, etc.). There is a further category of **miscellaneous** tourism services which may also be built into a “package” or sold individually to the tourists, they are: services of guide, tour leader, guide lecturer and sometimes resort representative, insurance, foreign exchange and credit services, shopping and entertainment arrangements, meal services, travel documents (visas, passports), outdoor sports equipments and consulting services. The above-mentioned services can be sold to the tourist either direct through the producers’ own offices (airlines, historic properties, etc.), outlets of tour operators, air transport sales agents, or by employing the latest technology — the CRS (Computer Reservation System), GDS (Global Distribution System, such as Abacus,



Tourists using a ferry at Zhaoqing, Guangdong province

Travelsky, etc.) or the Internet. The components of a package tour might be pre-fabricated, or are sold on an “a la carte” basis, where visitor decides the combination of services she/he wishes to acquire.

#### tangible

['tæŋdʒbl]

adj. 切实的

#### subjective

[sʌb'dʒektɪv]

adj. 主观的, 个人的

brochures, meals; some are intangible benefits, which are hard to define in numbers, sizes and can only be described with abstract and **subjective** wording as “psychological experience of the product”, including the delivery of these services, temporary use of the atmosphere, geographical features, culture and heritage at the destination. Perhaps an appropriate example of a tourist product would be a chance someone buys and travels to enjoy the sun on the sandy beach, while enjoying the cool breeze that comes from the sea, rather than sun bathing on the balcony of his/her own apartment; a walk along the sapphire lake with fluttering prayer flags by side and snow-capped mountains at the far horizon, rather than reading pictorials at home.

These features impose challenges to those in the tour operating business, since part of the products are not at the disposal of the operators, and in the high season, they may be at the mercy of market forces in dealing with airlines, hotels, etc, and cannot either exercise control over the launch of their package tours as schedule or maintain quality standards over the elements provided by suppliers. However, We cannot standardise a service since the human ingredient complicates the delivery. Because the production and the consumption of a tourism experience are inseparable and because differing circumstances and people will affect each experience, each with their own set of expectations, those experiences are prone to variance and create a challenge for tourism managers to achieve consistency of standards. External factors can also affect the tourist experience. A bumpy flight can ruin an overseas trip and rain can spoil a beach resort stay. However tour operators must maintain good working relationships with those in the industry, satisfy themselves that, through contracts and good faith, the arrangements made by the hoteliers, airlines, and other service providers for taking care of clients are adequate, and each element of the product is **comparable** in standards. Tours operators should realize that allow the tourists enough time to be at the site and with the local environment is important; tourists gain a superficial understanding **cursorily** will only ruin their experiences and stop them to become repeat customers. In the meantime, tour operators also need to be sure that the tourists have the rights to use and enjoy what they have come to see, but not in a position to damage or alter them in any way.

Second, the characteristic lies in its **intangibility** before, in the middle of and after sales. The potential customer cannot inspect, taste or trial use the tourist product before they are actually transported to the site, and the actual consumption of the product requires not only the involvement of the individual tourist, requiring his/her recognition and appreciation of the novel environment and try not to get too much cynical, gloomy, **xenophobic**, or so demanding for the service, the local people, their way of living and their world of believing, but also of the same importance the inputs of others, such as an on-time flight, a good hotel room, qualified tour guide with local knowledge and hospitable local people, to make the holiday an enjoyable experience.

**comparable**

['kɒmpərəbl̩]

adj. 可比较的, 比得上

**cursorily**

['kɜ:səri:l̩]

adv. 粗糙地, 疏忽地, 马虎地

**intangibility**

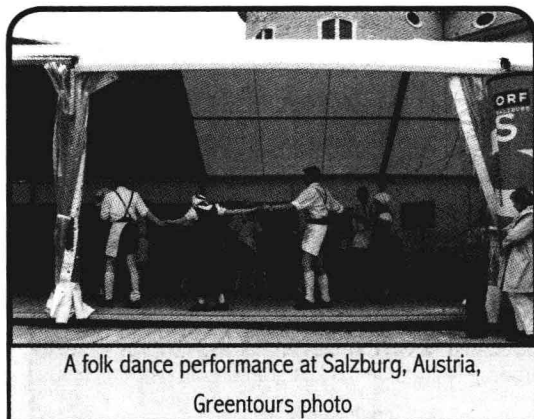
[ɪn,tændʒə'biliti]

n. 无形的东西, 不能把握

**xenophobic**

[,zenəʊ'fəʊbɪk,zɪ:-]

adj. 恐惧(或憎恨)外国人、陌生人的

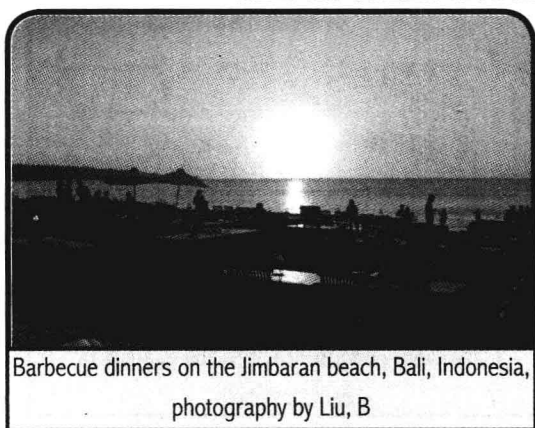


A folk dance performance at Salzburg, Austria,  
Greentours photo

Once the tour is over, recalling and sharing with families and friends the photos, travel anecdotes are prolonged parts of the tour. These further add difficulties for the marketer of tourism in that, worrying they may not get what they pay for, tourists have become sensitized to price bargains, and are encouraged to buy on price and seek out the cheapest. These problems call on tour operator to apply a systematic approach to measure the intangibility of services and set performance standards considering variations due to customer expectation. Many traditional engineering tools are used in this regard, including the application of process mapping, which believes sales are the output of a process involving a variety of functions across an organization, and not that of a “sales department” alone, and simulation, design of experiments in marketing, statistical process control to sales figures, the analysis/reduction of constraints, and giving the central importance of human behavior by applying behavior analysis, among others, establish his reputation through non-fraudulent operations, screening out qualified suppliers and help the tourists stay in the right mood and hold a “fair” expectancy of what they are going to see. When they return home, help them extend their joy and happiness.

The last characteristic of tourist product is its perishability, literally means, once the selling season is over, the unsold hotel rooms, flight seats and package tours are losses for the tourism business. In the short term, the supply of products is fixed, if market demand changes, as it does frequently in reality, it takes time for the suppliers to adapt to. While the market is expanding, over optimistic forecasts of tourists flow lead to surpluses in supply, operators are forced to dump sale the products at bargain prices. The other side of the coin is that, pessimistic forecasts will let out supply insufficient to meet the demand. These will cause operators lose business while the demand is strong. Hence great efforts must be made on the part

of operators to establish a fine judgment of the market with the aid of experiences and expertise in computerized management system, project management and forecasting the demand both qualitatively and quantitatively, coupled with continuously reviewing of the products life cycle, performance reporting and lessons learned. It is worth noting that the life cycle of a product is relatively short, so tourism professionals need to reproduce ever-new objects for the tourist to look at, and the concept of quality is no longer





so narrowly defined. Company executives are feeling market pressure to create more diversified, authentic and unique experiences. Companies must constantly: refresh their products and embrace innovative concepts; update their products to keep them timely, modern and current; adapt products for every customer so that clients enjoy a personalized experience; and recruit exceptional staff who can deliver on the experience.



### Exercise I Read the text and answer the following questions.

- ① How can tourism services be distributed to the tourist?  
\_\_\_\_\_
- ② What features impose challenges to those in the tour operating business, since parts of the products are not at the disposal of the operators?  
\_\_\_\_\_
- ③ Why should the tour operator establish their reputation through non-fraudulent operations?  
\_\_\_\_\_
- ④ What harm will the over optimistic or the pessimistic forecasts of tourists flow do?  
\_\_\_\_\_
- ⑤ How many characteristics of the tourist product have been mentioned above? Can you summarize them in your own words?  
\_\_\_\_\_