

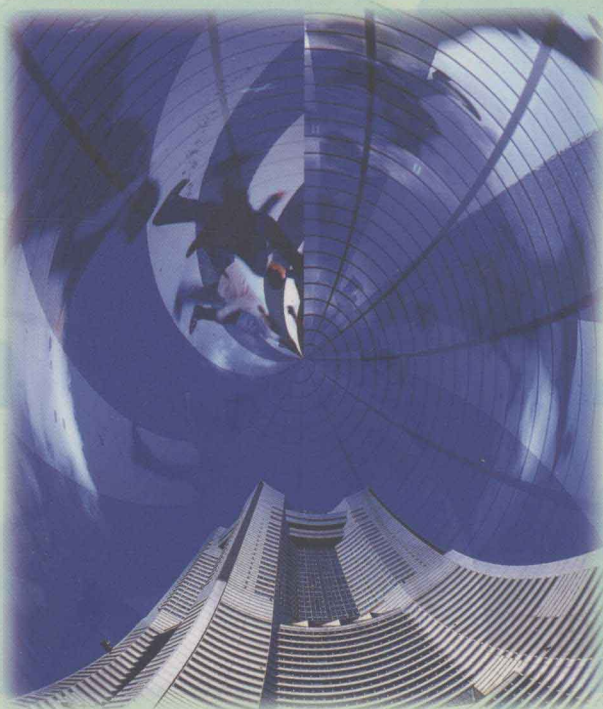
【商务专业英语系列丛书】

王关富 张海森 总主编

旅游管理

专业英语

蔡丽伟 胡小平 主编



**Tourism Management
English Reader**

对外经济贸易大学出版社

商务专业英语系列丛书

旅游管理专业英语

Tourism Management English Reader

主 编	蔡丽伟	胡小平	
副主编	张 瑛	王 成	要建姝
编 者	杜美英	龙良富	
主 审	张 瑛		

对外经济贸易大学出版社

(京)新登字 182 号

图书在版编目(CIP)数据

旅游管理专业英语 = Tourism Management English Reader/蔡丽伟, 胡小平主编. —北京:对外经济贸易大学出版社, 2006

(商务专业英语系列丛书/王关富, 张海森主编)

ISBN 7-81078-783-7

I. 旅... II. ①蔡... ②胡... III. 旅游经济 - 经济管理 - 英语 - 高等学校 - 教材 IV. H31

中国版本图书馆 CIP 数据核字(2006)第 141661 号

© 2006 年 对外经济贸易大学出版社出版发行

版权所有 翻印必究

旅游管理专业英语
Tourism Management English Reader

蔡丽伟 胡小平 主编

责任编辑:白 静

对外经济贸易大学出版社

北京市朝阳区惠新东街 10 号 邮政编码:100029

邮购电话:010-64492338

发行部电话:010-64492342

网址:<http://www.uibep.com>

E-mail: uibep@126.com

唐山市润丰印务有限公司印装

新华书店北京发行所发行

成品尺寸:185mm×230mm 21 印张 376 千字

2006 年 12 月北京第 1 版

2006 年 12 月第 1 次印刷

ISBN 7-81078-783-7

印数:0 001-5 000 册

定价:33.00 元

总 序

经济全球化及加入世界贸易组织给我们带来巨大的挑战，这种挑战不仅表现在我国企业在国际经营活动中必须遵守国际商业规则与惯例，同时还要求我国商界从业人员及在校学生必须提升自己的专业知识，学习国外先进的管理技术、经营理念，熟悉国际商务活动的行为规范，掌握娴熟的商务沟通技能，以实现与国际市场的真正接轨，而所有这一切的最终实现在很大程度上取决于他们直接用外语获取相关专业知识和水平以及商务英语交际的技能。为帮助在校学生、商界从业人员和有志于从事商务实践的人士实现这一目标，我们推出了“商务专业英语系列丛书”。

这套丛书的基本指导思想是：以商科各专业的知识框架为素材，用语言学习的方法将它们有机地编撰成有鲜明特色的教材，可适合各类不同的读者达到各自不同的目的。丛书包括：《工商管理专业英语》、《人力资源管理专业英语》、《国际商法专业英语》、《国际贸易专业英语》、《证券专业英语》、《银行专业英语》、《国际经济专业英语》、《国际营销专业英语》、《海关专业英语》、《国际投资专业英语》、《国际经济合作专业英语》、《旅游管理专业英语》、《饭店管理专业英语》和《公共管理专业英语》。

本套丛书有别于目前市场上种类繁多的商务英语书籍。在推出这套丛书之前，我们对商务英语图书市场进行了深入的调研与分析。这次调研发现市场上现有的商务英语类书籍多以阅读、写作和听说类为主，选材涵盖经济、工商、金融、贸易等，其特点之一是涉及的专业内容没有系统性和完整性，其二是编写的出发点主要在语言上。当然，市场上也有一些以专业知识为内容的教科书，但它们往往都是零散的，很难满足不同背景读者的不同需要；偶尔上市的这类系列丛书，要么系统性不强，要么只重专业知识或只重语言学习，鲜有两者有机结合的。因此，目前读者特别需要一套系统性强、专业知识与语言技能训练兼容、能满足不同读者需要的丛书。

正是基于上述需要，我们精心策划了这套“商务专业英语系列丛书”。本系列丛书具有十分鲜明的特色，主要有：（1）目的：为具有专业背景的学生和读者

提供学习商务英语和提高实际交流能力的有效学习途径，同时英语语言类专业背景的学生和读者可以学习相关专业的基本原理和框架性专业知识；(2) 选材：涵盖各相关专业的基本知识，专业内容具有代表性，语言规范标准；(3) 构架：专业知识和语言训练的最佳结合，除了专业知识外，还配有阅读理解问题、专业术语、常用短语、要点综述、相关背景知识和注释以及丰富多彩的练习。

本套丛书的编写者来自对外经济贸易大学、北京外国语大学、中国人民大学等多所高等院校，他们都兼有商科和语言类的学历与学位，而且都是从事商科或商务英语教学与研究多年的资深学者，具有各自专业扎实的知识基础和丰富的教学经验。能有那么多出类拔萃的优秀学者参与编撰这套丛书是我们的极大骄傲和荣幸，同时也是广大读者可以对本套丛书寄予期望和信任的有力保证。

在这套丛书的编写过程中，对外经济贸易大学校长陈准民教授给予了关注和支持；对外经济贸易大学出版社刘军社长高度重视；出版社宋海玲编辑则投入了大量的时间与精力，为丛书的推出作出了重要贡献。我们在此对他们一并表示衷心的感谢。

最后，希望广大读者对使用本套丛书过程中所发现的不足与问题给予指正。

对外经济贸易大学

王关富

2005 年 1 月于惠园

前言

目前市面上的旅游英语读物多偏重旅游口语、旅游景点或零散的旅游业知识讲解,而较少对旅游管理专业知识进行系统性地介绍。《旅游管理专业英语》从管理角度出发对旅游管理系统的主要元素进行了介绍,构思独特,内容新颖,专业知识丰富,既能提高读者的英文阅读能力和旅游管理专业英语水平,又能让读者了解一定的旅游管理专业理论与实践知识,触碰到跨文化的思维方式和旅游管理思想。

本书内容主要包括:旅游管理概述;旅游的发生过程;旅游目的地文化;旅游目的地技术与信息;旅游自然资源与环境;旅游需求;游客管理;旅游服务;旅游行业的操作部门;旅游人力资源;旅游政府管理;旅游社会文化影响;旅游市场;旅游规划与发展以及可持续性旅游等。

囿于水平,书中不妥之处请读者批评指正。



Contents

Unit 1	Introduction to Tourism Industry 旅游业概述	(1)
Unit 2	Generating Course of Tourism 旅游的发生过程	(23)
Unit 3	Culture of Tourism Destination 旅游目的地文化	(42)
Unit 4	Technology and Information of Tourism Destination 旅游目的地技术与信息	(60)
Unit 5	Natural Resources and Environment of Tourism 旅游 自然资源与环境	(78)
Unit 6	Tourism Demand 旅游需求	(97)
Unit 7	Visitor Management 游客管理	(116)
Unit 8	Tourism Service 旅游服务	(134)
Unit 9	Operating Sectors of Tourism 旅游行业的操作部门	(153)
Unit 10	Tourism Human Resource 旅游人力资源	(174)
Unit 11	Tourism Government Management 旅游政府管理	(193)
Unit 12	Socio-Cultural Influences of Tourism 旅游社会文化影响	(211)
Unit 13	Tourism Marketing 旅游市场	(228)
Unit 14	Tourism Planning and Development 旅游规划与发展	(250)
Unit 15	Sustainable Tourism 可持续性旅游	(271)
	Key to the Exercises	(292)

Unit 1



Introduction to Tourism Industry

Pre-reading questions:

1. What are the main components of tourism industry?
2. How do you define tourism industry?

Text



Brief Introduction

Contemporary people having gone through the turn of the century would all agree to the generalization that the 20th century was definitely one that saw the greatest inventions in science and technology. Famous Chinese fantasies such as *Qianliyan* (千里眼) and *Shunfeng'er* (顺风耳), imagined figures who could see and hear thousands of miles away, are now part of our daily life. In the meantime, tourism has also grown by leaps and bounds both at home and abroad. China now ranks the fifth in tourist arrivals. Her steady and healthy economic growth and her imminent entry into WTO (World Trade Organization) have enabled other WTO member states to predict that China will probably become the number one tourist destination by the year 2010.

Modern society has witnessed the breakthrough of communications, the frequency



and importance of which have never before been seen in human history. In addition to such traditional means of communication as letters, telephones, and telegrams, we now have video phones and telex that unite the sender with the receiver instantaneously, and fax that transmits the exact image of a written document from one to the other in a split second. Perhaps the most dramatic example of modern communication is the transmission of screen and photographic images of such celestial bodies as Uranus and Neptune to the men of this planet, images that had never appeared in the myths of man's origin even from the earliest times.

Tourism is a modern way of life. The marketing and sales of a trip to tourists, the bookings and reservations of air, rail and sea travel, are now effected by modern means of communication and not on the back of galloping Pony Express horses that carried mails from one part of a country to another. Hence our definition of "written communications in the travel industry" relates to the written and printed forms of the transmission of information from one terminal to the other and from one person or party to another person or another party, by proper means, and for the purpose of inquiry, sales information, promotion, distribution and/or to promote other meaningful activities in the business of the travel industry.

The study of tourism involves describing, explaining and forecasting the intentions, activities and experiences of people in leisure and travel pursuits, as well as understanding the social, cultural and environmental implications of tourism activity. The rapid growth of domestic and international tourism has led to an increasing demand for graduates who have a functional and critical understanding of tourism in its wider social, cultural, economic and political contexts.

A Brief History of Tourism

During the period of the Roman Empire, a wealthy citizen could travel quite easily. The Roman government built a magnificent network of roads. Fresh relays of horses were available every five or six miles. A single system of currency throughout the empire facilitated payments for food and lodging. Most of all, the Roman peace guaranteed travelers a high degree of safety.

In order for travel to flourish, there must be an efficient transportation system and



an atmosphere of peace and political stability. Travel — especially travel for pleasure requires economic prosperity and leisure time. When the Roman Empire declined, so did travel. The wealthy class disappeared, roads deteriorated, and hoodlums overran the countryside.

In the Dark Ages that followed (approximately A. D. 500 to A. D. 1450), travel became what it has generally been throughout most of the history — dangerous and difficult. In fact, the word “travel”, which originated during this time, comes from a root word meaning “heavy labor”. Peasants rarely left their villages. When merchants and clergy had to travel, they journeyed on foot or by crude ox-drawn carts over rough terrain.

It was not until the period of the Industrial Revolution, which began in the mid-1700s in Europe, that travel started to be more common. Then, a series of advances in transportation — the development of the stagecoach, then the steamboat, and finally the railroad — made travel easier in North America as well as in Europe. In addition to technological changes, social changes contributed to the growth of travel. A middle class, with money and leisure time, was developing. Wishing to escape occasionally from Bleak City life, these people retreated to seaside resorts for recreation.

In the twentieth century, the development of automobiles and motor-coaches created a demand for better roads, and people were soon driving all over the United States and Canada. With the first transatlantic jet passenger plane flight in the late 1950s, fast, comfortable, and economical international travel became possible.

In the last 35 years, the volume of travel has increased tremendously. Partly the result of improvements in transportation, this increase is also attributable to economic prosperity and social changes. Whereas only wealthy people journeyed for pleasure in the past, today people from most economic classes in industrialized societies have money to spend on travel. And with more women in the workforce, families have an additional source of income for travel. Paid annual vacations and holidays give people more leisure time to devote to travel. People are better educated today. In general, the more education a person receives, the more likely he or she is to travel. People are also living longer. Retired from the workforce with their homes paid for, many senior citizens can take trip sat any time of the year. For most Americans, travel has become



a normal expectation associated with the good life.

Travel and Tourism

It is sometimes debated whether there truly exists a travel industry in the sense of a distinct group of enterprises such as the steel, automobile, or electronic industries. Part of the problem is that the term industry is more commonly identified with manufacturing and production-based enterprises, and the other part of the problem is that the travel industry is not one industry, but, in reality, a collection of businesses all selling travel-related services. The general public is likely to be more familiar with each component of the travel industry, that is, the airline industry, the hotel industry, the restaurant industry, or the entertainment business, etc. The individual industries do not necessarily act together as an integrated group and very often have conflicting views among themselves. In addition, there are businesses involved that serve both travelers and residents with respect to eating, shopping, recreation, and entertainment. However, ever since the 1960s, more and more people have begun to view travel as an industry, rather than as a miscellaneous collection of transportation companies. Moreover, with the billions of dollars in income it generates, travel can certainly be categorized as an industry.

The Travel Industry

The travel industry comprises thousands of diverse organizations and businesses that are involved directly or indirectly in producing and providing products and services for travelers. These businesses range in size from small companies to multinational corporations and are categorized as direct providers, support services, and developmental organizations.

The first category, direct providers, includes businesses typically associated with travel, such as airlines, hotels, ground transportations, travel agencies, restaurants and retail shops. These businesses provide services, activities, and products that are consumed or purchased directly by the travelers. They tend to reflect those sectors of the travel industry that are visible to the travelers.



Below the surface of direct providers lies a large variety of businesses lending support to direct providers. These support services include specialized services such as tour organizers, travel and trade publications, hotel management firms, and travel research firms, and basic supplies and services such as contract laundry and contract food service.

The third category, development organizations, is distinct from the first two in that it includes planners, government agencies, financial institutions, real estate developers, and educational and vocational training institutions. These organizations deal with tourism development, which tends to be more complex and broader in scope than production of everyday travel services, and involves sensitive issues regarding the environment, people, and culture of an area.

In practice, a single corporation may be involved in providing direct travel services, secondary support services, and developmental activities. Distinguishing between these categories is useful because some corporations may have different divisions focused on different target markets and goals; whereas other companies have integrated vertically or horizontally with other businesses to provide comprehensive services in all three categories.

Businesses in the travel industry can also be organized into seven groups or components according to their functions. Three components provide the most basic service — transportation: air, maritime and ground transportation and services. These are the services that get people where they are going and get them from place to place once they arrive. Two components care for and entertain travelers: the hospitality industry and the tourist attractions. Two components provide the means for distributing the products and services of other components to travelers: wholesale companies and the retail travel agencies.

Three Characteristics of the Travel Industry

Like any other service industry, the travel industry is distinguished by three characteristics.

- Its employees perform actions that benefit or serve customers, such as helping to plan trips, transporting passengers to their destinations, arranging a place to



stay, etc.

- Its employees are professionals who are expected to perform their duties with a high level of expertise and to be able to give their customers information and counsel.
- A special attitude or relationship of host and guest exists between the employee performing the service and the customer receiving it, assuming that the host will focus his or her attention on the needs and welfare of the guest and strive to make his or her travel experience cheerful and fulfilling.

The Industrial Revolution and Tourism

The Industrial Revolution, which lasted from about 1750 to 1850 in Europe, created the base for mass tourism as we know it today. This period brought about profound economic and social changes and turned most workers away from basic agriculture into the factory and urban way of life that we have today.

The Industrial Revolution introduced machinery that vastly increased productivity. New kinds of power to move vehicles (such as trains and ships) were invented, as were new methods of mineral extraction. Raw materials were required from the New World, and a new wave of imperial expansion began. All of these developments required scientific learning and exchange. Many new occupations led to a rapid expansion in the middle class's wealth and education, as well as an increase in leisure time and a demand for recreation travel activities.

Initially, recreational tourist trips were generally only day trips because most people still had only discretionary income, and even weekends "off" had just become the norm. Later, workers began to take annual vacations and to escape from the rapidly growing urban areas in which most of them had to earn their income. They turned to the spas and seaside for their holidays and set the tone for much of the tourist industry base today. Some destinations — up till then visited primarily by the rich — expanded, and others were newly established to capture this growing middle-class market. To the destinations the middle class was a huge market compared with the small number of the earlier aristocratic visitors.



Main Components of the Tourism Industry

The degree of acceptance given to the idea of a travel and tourism industry depends upon the nature of the definition of the word “industry” that is used. Macroeconomists who look at the overall picture of national economies are inclined to argue that tourism and travel do not comprise an industry because there is no distinct product or service that can be described. Furthermore, they argue that any attempt to account for travel and tourism is liable to lead to double counting because activities of all establishments are already allocated to existing industries. On the other hand, the very existence of the national trade associations, the Travel Industry Association of America and the Tourism Industry Association of Canada, clearly indicates that there is a sector of North American business that identifies itself as a travel or tourism industry.

Government is less inclined to refer to tourism and travel as an industry. Nevertheless, the Report of the Tourism Sector Consultative Task Force (Powell 1978) stated that:

Tourism is both an industry and a response to a social need; society's adoption of travel as part of a lifestyle. The industry does not have a discrete image like other industry sectors, partly because of its heterogeneity and because many of its components are largely composed of small businesses, but it is pervasive across Canada. Its product includes all the elements that combine to form the tourism consumer's experience and exists to serve consumer's needs and expectations.

The “tourist sector” or “tourist industry” can be broadly conceived as representing the sum of those industrial and commercial activities producing goods and services wholly or mainly consumed by foreign visitors or by domestic tourists.

United Nations identified seven industrial areas that could be regarded as belonging in different degrees to the tourist sector although for the most part not concerned exclusively with tourism. These were accommodation, travel agents and tour operators, restaurants, passenger transport enterprises, manufacturers of



handicrafts and souvenirs designed for visitors and related outlets, establishments providing facilities for recreation and entertainment of visitors, and government agencies concerned with tourism. Of these seven, the United Nations identified three areas which are considered practical for the development of statistical series: accommodation, travel agents, and passenger transport enterprises.

Tourism Industry

Many experts now claim the tourist industry involves more people and more money than any other industry on earth, with the result that even the United Nations has felt compelled to come up with definitions of tourism and tourists. Tourists are “temporary visitors to a country staying at least 24 hours, for the purpose of leisure or business”. (United Nations Conference on International Travel and Tourism, Rome, 1963)

Such a definition is problematical as it excludes “domestic tourists”, travelers from the home country on holidays. A broader definition: Tourism might be travel to a destination, a country, region, city or place where the visitors travel as their main objective. Of course, tourists are likely to have more than one destination on their itinerary.

The tourist industry then is the industry that supplies the goods and services to the travelers, either domestic or international. The recreation industry, with which it has links, and even merging with the tourist industry at some times and in some areas, usually refers to leisure activities conducted by residents of a particular region or area.

The Australian government recognizing the growing importance of the industry has come up with the following definition of a tourist: a person who undertakes travel, for any reason, involving a stay away from his or her usual place of residence for at least one night; or a person who undertakes a pleasure trip involving a stay away from home for at least four hours during daylight, and involving a round distance of at least 50 km; however, for trips to national parks, state forest reserves, museums, historical parks, animal parks or other man-made attractions, the distance limitation does not apply. (Australian Government Inquiry into Tourism 1987)

Although claims that tourism is the world's biggest industry may be arguable,



tourism, particularly incoming tourism is certainly becoming increasingly vital to the world's economy, especially that of China. According to the Madrid based World Tourism Organization, by 1998 China was among the countries with the highest growth in tourism.

Development of the Modern Tourism Industry

The modern travel industry began in the late 1950s and early 1960s. Many companies that are now giants in the industry trace their origins to those days. In 1958, about 1 million Americans traveled outside the United States; by 1970, this number had grown to 5.5 million.

There are several reasons for the growth of the travel industry during the fifties and sixties. A relatively peaceful political climate promoted travel. Stronger economies in the industrialized nations meant that people had more money to spend on travel. The introduction of passenger jet service made traveling faster, less expensive, and more comfortable. Television documentaries on subjects such as the wildlife of Africa, the mountains of Nepal, and the dancers of Bali stimulated viewers to visit faraway peoples and lands.

Since 1970, the number of people traveling has grown even more. In the United States, increased ownership of automobiles and improved highways have enabled more people, especially families, to travel. With more women earning salaries in the labor market, family budgets for travel have expanded. Longer paid vacations from work have given people more time to travel. The increase in the number of senior citizens has also been a boom to the travel industry. Retired from jobs and freed from mortgage payments, many older citizens have the time and money to travel in any season. Finally, the operations of businesses throughout the world — requiring on-site visits and face-to-face communication — have done much to promote travel.

By September 1995, tourism and travel were responsible for the first recorded surplus in the balance of trade in the services sector of the Australian economy. The surplus was US \$ 72 million, compared with a deficit of US \$ 898 million in 1994—1995, according to the Bureau of Industry Economics. 40 per cent of overseas sales for services were in travel-related exports.



The contribution of tourism to an economy is not ensured for its prosperity is individually involved. Essentially this is because,

- jobs are either unskilled or not considered as skilled,
- labors' turnover is high,
- there is a low level of union membership and enterprise bargaining is difficult in small enterprises,
- the first three factors often contribute to employers flouting the law and paying below the minimum wage,
- employers argue, and are sometimes justified in their arguments, that there are considerable training costs involved,
- employment in the tourist industry is often a second job or part time work for secondary or tertiary students planning careers elsewhere, and
- there is little tradition of respect for hospitality workers in China,

Finding out the benefits of tourism for an economy is equally complex because it is very difficult to find out how much is paid in prepaid tours and certainly very difficult to track payments made while visiting friends and relations for such things as money spent in supermarkets or petrol stations. Even surveys tend to neglect such expenditure.

The Global Village and Tourism Culture

Anthropologists characterized today's world as a "global village" because of the rapid expansion of worldwide transportation and communication networks. We can now board a plane and fly anywhere in the world in a matter of hours. Communication satellites, sophisticated television transmission equipment, and the World Wide Web now allow people throughout the world to share information and ideas at the same time. It is now possible for a person in one country to communicate with a person in another country within seconds.

At the same time, people all over the world are faced with the same environmental issues, such as pollution, that affect all cultures. It has become clear that pollution does not observe geographic and cultural boundaries. Nations are beginning to realize that we must either work together to solve these problems or face