

普通高等院校双语系列教材

国际旅游业

International Travel and Tourism

钱建伟 ● 主编



浙江工商大学出版社
ZHEJIANG GONGSHANG UNIVERSITY PRESS

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序 PREFACE

随着社会的进步和人民生活水平的提高,全球各国都越来越重视旅游产业的发展,因此,旅游业在世界范围内迅速升温。旅游业被誉为绿色产业和朝阳产业,其发展不仅可以在很大程度上促进国民经济的增长,同时也可以推动全球的文化交流。自改革开放以来,我国的旅游业已经有了飞速的发展,且今后会逐渐发展成我国国民经济的支柱产业之一。而在旅游行业中,高级旅游人才,特别是涉外旅游人才的供需矛盾也必将日益突出,解决这一矛盾的根本出路就是要加强旅游高等教育,培养高素质的旅游业人才。在这样的背景下,《国际旅游业》一书应运而生。

本书编写的宗旨是总结国际旅游产业发展的理论成果和实践经验,推动旅游学科的建设,并希望有助于提高我国涉外旅游人才的专业素养和理论功底。本书特别注重旅游专业的知识性,精心选取国际旅游业的最新内容,并以旅游六要素为框架进行阐述,目的是使学生能全面掌握旅游专业知识。本书是高等院校师生及旅游专业人士在完成初级英语学习的基础上,为了进一步提高其旅游英语的水平,拓宽从事旅游业必须掌握的专业英语词汇,较全面地了解世界旅游产业的发展状况,将旅游理论知识、实际工作能力及旅游专业英语同步得到提升的一本教材。全书共分 10 个单元,每个单元除了核心的旅游专业知识外,还配有旅游名言、案例分析、思考题、网络练习题、国际旅游知识等,其中网络练习题与国际旅游知识均为同类教材中没有涉及的内容,可以说本书融知识性与趣味性于一体。

作为朝阳产业,今日旅游业正吸引着八方才俊投身其间,编者真诚地希望这本教材能对有志于从事国际旅游工作的青年学子、社会人士有所帮助,也为关心、关注国际旅游产业发展的各方宾朋打开一扇了解国际旅游产业发展的窗户。

本书在编写过程中,得到了北京第二外国语学院旅游管理学院厉新建教授、上海海事大学经济管理学院孙玉琴教授等专家的指导。本书的主要编写过程是编者

前言

FOREWORD

当前,旅游产业作为第三产业的龙头,正面临着发展的黄金时期。旅游业作为朝阳产业在加强国际交往、丰富社会生活、拉动内需、促进经济发展、弘扬民族文化中发挥着极其重要的作用。而要推动旅游产业转型升级,最重要的支撑就是人才。在旅游生产力诸要素中,人是最关键的要素,也是最活跃的要素,只有紧紧抓住人才建设这一根本,才能切实保障旅游产业的全面协调可持续发展。这一目标的实现,必然需要依靠旅游高等教育的发展,而当前我国的旅游教育存在着理论知识老化、教材陈旧、缺乏实际操作训练等多个问题,特别突出的是在涉外旅游服务业中,知识传播的载体——教材,大部分均以传输外语知识为主,少数以旅游专业知识为内容的教材,年代已比较久远,很多内容已不符合当前的涉外旅游服务的实际情况,因此,出版一本符合当下国际旅游业实际情况,体现现代国际旅游业理念,并且有可学、可教、可练特色于一体的教材,成为亟需解决的一个问题。

《国际旅游业》作为钱建伟老师在美国访学期间的主要研究成果,其付梓出版是一件可喜的事情。第一,全书综合了国内外旅游学界的最新研究成果,与时俱进,可以让学生与业界人士的国际旅游知识更好地得到更新与提升;第二,书中每一章节的案例,在国际旅游业中都具有代表性和典型性,可以帮助读者更好地运用理论知识来解决问题;第三,书中的国际旅游小提示,均来自于作者的旅游体验,非常实用,无论对于要带团出国的领队,还是出境旅游的消费者,都具有很强的实用性与指导性;第四,课后练习题,既有围绕每一章节主要内容的封闭性问题,也有与单元主题相关的开放性问题,引导学生积极思考国际旅游业中的热点与重点问题,特别值得一提的是网络练习题,其可以帮助读者打开一扇了解世界主要旅游企业、发现旅游业发展方向的窗户,也可以提升读者的英文阅读水平,是个很不错

的探索。可以说,《国际旅游业》一书的出版,对帮助学生及业界人士,乃至旅游者,尽快熟悉旅游操作规程与业务管理,把握国际旅游业的动脉具有特殊的意义,书中对国际旅游业教学理念的探索值得称颂。

魏洁文

2014年7月

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Chapter 1

Introduction to International Travel and Tourism

Everyone in the population wants to travel. It's something that people feel positive about and find liberating.

— Barbara Cassani

Learning Objectives

Upon completing this chapter, you should be able to:

- Describe what tourism is and the factors influencing tourism;
- Understand the linkages between different types of tourism industry sectors;
- Identify the development trend of international tourism.



Picture 1.1 Geyser in Yellow Stone National Park, USA

Introduction

Tourism is an activity which cuts across conventional sectors in the economy. It requires inputs of an economic, social, cultural and environmental nature. In this sense it is often described as being multi-faceted. The problem in describing tourism as an 'industry' is that it does not have the usual formal production function, nor does it have an output which can physically be measured, unlike agriculture (tones of wheat) or beverages (liters of whisky). There is no common structure which is representative of the industry in every country. In France and Italy, for example, restaurants and shopping facilities are major attractions for tourists; in Russia they are not. Even the core components of the tourism industry, such as accommodation and transport, can vary between countries. In the UK many tourists use bed and breakfast accommodation in private houses; in Thailand such facilities are not available. In the transport sector, levels of car ownership and developed road networks cause many tourists to use their cars or buses in Western Europe and the USA. In India and Indonesia, most tourists travel by air. It is some of these problems of definition that have caused many writers to refer to the tourist sector rather than the tourist industry. Sometimes the terms are used interchangeably, as they are in this book.

As to international tourism, its flows produce some of the most dynamic economic exchanges that occur between countries. It is especially important for European countries as it can represent the largest export contribution to their balance of payments. These countries are therefore very sensitive to fluctuations in tourism volume and value. However, trends are changing and the 'new industrial countries'—principally those of Asia—are experiencing the fastest growth in international tourism.

Definition of Tourism

The problem of definition is a serious and continuing difficulty for analysts of tourism. In particular the amorphous nature of the tourism industry has made it difficult to evaluate its impact on the economy relative to other sectors in the economy. Many of the scholarly disciplines attempt to define tourism as a self-

contained subject, and from one disciplinary view. To solve the problem, a key component definition is adopted here.

Webster's Key Component Definition

Webster's defines tourism as: The custom or practice of traveling for pleasure; the promotion by establishments or countries to attract tourists; the business or occupation of providing various services for tourists. Several key words are identified clearly in this definition. Certainly, traveling in ages past was travail, and the idea of tourism—travel for pleasure and enjoyment—was virtually nonexistent. In today's world, travel does not conjure up images of hardship and pain. People travel great distances in speed and comfort. Journeys that took months by horse and carriage, weeks by ship, and days by car or train now take only hours by air. Vacations that once cost a fortune in time and money are now easily purchased by working people of more modest means. Salespeople travel to get more business, young couples save for vacations, families visit relatives and friends, and retired people travel the world for enjoyment and relaxation. Everyone, no matter what he does or where he lives, is touched by travel and tourism.

Today, 'travel' and 'tourism' are often used together to describe the business associated with travel. Some travel professionals and travel educators state that travelers and tourists are synonymous; however, most people, in happy agreement with Noah Webster, consider that only those who travel for fun and leisure are 'tourists'. But don't let the 'fun and leisure' label mislead you. Tourism is a serious business and powerful economic force. In fact, travel and tourism is the fastest growing component of world trade and is the largest business in the world today. In the USA, travel and tourism is the largest retail business and, at the end of the 1980, accounted for approximately 13 percent of the work force already. More specifically, that means that one out of every thirteen people employed today works in some facet of the travel industry. Also in the USA, the growth of service businesses is outpacing the growth of manufacturing. Many of tomorrow's workers will be employed in filling customers' service needs rather than producing or manufacturing retail goods. Travel and tourism is definitely a service business—one that encompasses the world and reaches out to all people. It is also exciting, vibrant, and full of opportunities to learn and develop, whether it is your chosen field of work or your favorite pastime.

Tourism is also a means—and a pleasurable and educational one at that—of redistributing wealth. In most cases, travel is from the industrialized and richer nations of the world to those that are less developed. In the USA alone, citizens spend more money on travel than on any other activity except eating. More and more jobs will be created to help feed this ever growing hunger for travel.

Difference Between Tourism and Recreation

The most important difference between tourism and most forms of recreation is that consumers must travel to consume tourism. Recreation does not necessarily imply travel. A game of tennis or a stroll in a neighborhood park constitutes recreation, but the distance traveled to the location where these acts take place may be minimal. Much outdoor recreation, such as sports of various types, or indoor recreation, such as visits to theaters, cinemas, and clubs may be local in nature. The participant does not travel far and does not leave his home for any lengthy period. Tourism implies the removal of a person away from his habitual place of residence and his stay in another location. This stay or removal is temporary and is motivated by a search for personal pleasure in the shape of rest, relaxation, and self improvement.

Characteristics of Tourism

The special characteristics of tourism make it different from other industry groupings in the following ways:

- ◆ With tourism, the consumer goes to the product; with most other industries, the product is brought to the consumer.
- ◆ The products of tourism are not used up; thus, they do not exhaust countries' natural resources. In contrast, the products of other industries have a limited life and are trashed, recycled, and replaced with new ones.
- ◆ Tourism is a labor-intensive phenomenon.
- ◆ Tourism is people-oriented—one of the motivations of tourists is to visit other places, meet people, and see how they live.
- ◆ Tourism is a multidimensional phenomenon. It is dependent on many and varied activities that are separate but interdependent.
- ◆ Tourism can be seasonal. During vacation seasons, millions of tourists travel, which results in increased revenues for tourism agencies. But

when vacations are over, these companies experience a big decline in dollars earned.

◆ Tourism is dynamic. It is characterized by changing ideas and attitudes of its consumers and therefore must always be prepared and willing to adjust to these changes.

Service Dimension of Tourism

The essential characteristics of services are that they cannot be produced without the agreement and cooperation of the consumer and that the outputs produced are not separate entities that exist independently of the products or consumers. One of the key service characteristics of tourism is that the main location at which the consumption of experiences occurs is outside of the home environment of the purchaser. Although tourism is a service industry, this does not mean that it is completely intangible—far from it. Tourism is based on a complex set of infrastructure and physical resources that have a significant impact on the places in which they are situated. However, what is being purchased by the tourist is the experiences provided by this infrastructure and set of resources, and not the infrastructure itself. Tourism is an experience-based product, which means that in order to be able to understand tourism phenomenon we need to be able to understand both its consumption and production. This is an almost deceptively simple statement but its implications are enormous: Tourism cannot be understood by looking at one aspect in isolation; consumption cannot occur without production and vice versa. The inseparability of production and consumption is therefore one of the hallmarks of tourism with the value of the tourism experience therefore being determined by both the consumer and the producer of the experience and the tourism product (Figure 1.1). The inseparability of consumption and production also means that the factors that make up consumption and production are constantly feeding back on one another, thereby influencing the development of tourism products and their appeal to consumers.

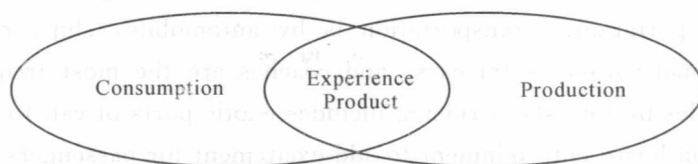


Figure 1.1 Locating the Tourism Experience and Tourism Product

Source: Chris Cooper and C. Michael Hall, *Contemporary Tourism*, 2008