



附：旅游英语选读自学考试大纲

旅游英语选读

组编 / 全国高等教育自学考试指导委员会
主编 / 修月祯

全国高等教育自学考试指定教材 英语专业 (本科段)



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封面设计/曹 铀

ISBN 7-04-007675-6



9 787040 076752 >

ISBN 7-04-007675-6/H.891 定价: 14.10元

全国高等教育自学考试指定教材

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高等教育出版社

(京) 112 号

图书在版编目(CIP)数据

旅游英语选读/修月祯主编. —北京:高等教育出版社
1999.6

附:旅游英语选读自学考试大纲

ISBN 7-04-007675-6

I. 旅… II. 修… III. ①旅游业—英语—语言读物
②旅游业—英语—高等教育—自学考试—考试大纲
IV. H319.4

中国版本图书馆 CIP 数据核字(1999)第 25327 号

旅游英语选读 附旅游英语选读自学考试大纲

全国高等教育自学考试指导委员会 组编

出版发行 高等教育出版社

社 址 北京市东城区沙滩后街 55 号 邮政编码 100009

电 话 010-64054588

传 真 010-64014048

网 址 <http://www.hep.edu.cn>

印 刷 涿州市星河印刷厂

开 本 880 × 1230 1/32

版 次 1999 年 6 月第 1 版

印 张 10.87

印 次 2000 年 3 月第 1 次印刷

字 数 400 000

定 价 14.10 元

本书如有质量问题,请与教材供应部门联系。

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| 责任校对 | 俞声佳 |

组编前言

当您开始阅读本书时,人类已经迈入了 21 世纪。

这是一个变幻难测的世纪,这是一个催人奋进的时代,科学技术飞速发展,知识更替日新月异。希望、困惑、机遇、挑战,随时随地都有可能出现在每一个社会成员的生活之中。抓住机遇,寻求发展,迎接挑战,适应变化的制胜法宝就是学习——依靠自己学习,终生学习。

作为我国高等教育组成部分的自学考试,其职责就是在高等教育这个水平上倡导自学、鼓励自学、帮助自学、推动自学,为每一个自学者铺就成才之路。组织编写供读者学习的教材就是履行这个职责的重要环节。毫无疑问,这种教材应当适合自学,应当有利于学习者掌握、了解新知识、新信息,有利于学习者增强创新意识,培养实践能力,形成自学能力,也有利于学习者学以致用,解决实际工作中所遇到的问题。具有如此特点的书,我们虽然沿用了“教材”这个概念,但它与那种仅供教师讲、学生听,教师不讲、学生不懂,以“教”为中心的教科书相比,已经在内容安排、编写体例、行文风格等方面都大不相同了。希望读者对此有所了解,以便从一开始就树立起依靠自己学习的坚定信念,不断探索适合自己的学习方法,充分利用已有的知识基础和实际工作经验,最大限度地发挥自己的潜能,以达到学习的目标。

欢迎读者提出意见和建议。

全国高等教育自学考试指导委员会

1999 年 10 月

Contents

| | |
|--|-------|
| Chapter One Modern Tourism | (1) |
| Lesson 1 What Is Tourism? | (3) |
| Lesson 2 Mass Tourism and New Tourism | (16) |
| Lesson 3 Tourism Organizations | (32) |
| Chapter Two The Tourist | (47) |
| Lesson 4 Defining the Person | (49) |
| Lesson 5 Determining Factors of Tourism | (62) |
| Lesson 6 Types of Tourists and Their Needs | (78) |
| Chapter Three The Travel Agency | (91) |
| Lesson 7 Travel Agents | (93) |
| Lesson 8 The Tour Brochure | (105) |
| Chapter Four Transportation | (119) |
| Lesson 9 Air Passenger Transport | (121) |
| Lesson 10 Transportation Mode Selection Decisions | (133) |
| Chapter Five The Hotel Industry | (147) |
| Lesson 11 A Brief History of Hospitality | (149) |
| Lesson 12 Hotel Structure and Staff | (162) |
| Chapter Six The Impact of Tourism | (175) |
| Lesson 13 The Economic Effects of Tourism | (177) |
| Lesson 14 The Sociocultural Effects of Tourism | (189) |
| Lesson 15 The Environmental Effects of Tourism | (201) |

| | |
|--|-------|
| Chapter Seven Tourism in China | (217) |
| Lesson 16 An Assessment of China's Tourism | |
| Resources | (219) |
| Lesson 17 Domestic Tourism In China : Policies and | |
| Development | (233) |
| Lesson 18 China's Tourism: Opportunities, | |
| Challenges, and Strategies | (250) |
| Key to the Exercises | (265) |
| 后记 | (283) |
| 附 | |
| 旅游英语选读自学考试大纲 | (285) |
| I. 课程的性质和学习目的 | (289) |
| II. 课程内容和考核目标 | (290) |
| III. 有关说明与实施要求 | (312) |
| IV. 题型举例 | (316) |
| 后记 | (338) |

Chapter One

Modern Tourism



Lesson 1

What Is Tourism?

导 读

基于不同的需要,人们给旅游所下的定义也不同。本文作者认为,要给旅游下一个全面的定义,必须考虑四个方面:旅游者、提供旅游商品和服务的行业、旅游接待地政府及旅游接待地。本文还介绍了世界旅游组织、美国、加拿大、英国和澳大利亚为旅游所下的定义。

When we think of tourism, we think primarily of people who are visiting a particular place for sightseeing, visiting friends and relatives, taking a vacation, and having a good time. They may spend their leisure time¹ engaging in various sports, sunbathing², talking, singing, taking rides, touring, reading, or simply enjoying the environment. If we consider the subject further, we may include in our definition of tourism people who are participating in a convention³, a business conference⁴, or some other kind of business or professional activity, as well as those who are taking a study tour⁵ under an expert guide or doing some kind of scientific research or study.

These visitors use all forms of transportation, from hiking in a wilderness park⁶ to flying in a jet to an exciting city. Transportation can include taking a chairlift⁷ up a Colorado⁸ Mountainside or standing at the rail of a cruise ship⁹ looking across the blue Caribbean¹⁰. Whether people travel by one of these means or by car, motorcoach, camper, train, taxi, motorbike, or bicycle, they are taking a trip and thus are engaging in

tourism.

Any attempt to define tourism and to describe its scope fully must consider the various groups that participate in and are affected by this industry. Their perspectives are vital to¹¹ the development of a comprehensive definition. Four different perspectives of tourism can be identified:

1. *The tourist*. The tourist seeks various psychic and physical experiences and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed.
2. *The businesses providing tourist goods and services*. Business people see tourism as an opportunity to make a profit¹² by supplying the goods and services that the tourist market demands.
3. *The government of the host community or area*. Politicians view tourism as a wealth factor in the economy of their jurisdictions¹³. Their perspective is related to the incomes their citizens can earn from this business. Politicians also consider the foreign exchange receipts¹⁴ from international tourism as well as the tax receipts¹⁵ collected from tourist expenditures, either directly or indirectly.
4. *The host community*. Local people usually see tourism as a cultural and employment factor. Of importance to this group, for example, is the effect of the interaction between large numbers of international visitors and residents. This effect may be beneficial or harmful, or both.

Thus, tourism may be defined as the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments, and host communities in the process of attracting and hosting these tourists and other visitors.

Tourism is a composite of activities, services, and industries that delivers a travel experience: transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities, and other hospitality services available for individuals or groups that are trav-

eling away from home. It encompasses all providers of visitor and visitor-related services. Tourism is the entire world industry of travel, hotels, transportation, and all other components, including promotion, that serves the needs and wants of travelers. Finally, tourism is the sum total¹⁶ of tourist expenditures within the borders of a nation or a political subdivision or a transportation-centered economic area of contiguous states or nations. This economic concept also considers the income multiplier¹⁷ of these tourist expenditures.

One has only to consider the multidimensional aspects of tourism and its interactions with other activities to understand why it is difficult to come up with a meaningful definition that will be universally accepted¹⁸. Each of the many definitions that have arisen is aimed at fitting a special situation and solving an immediate problem, and the lack of uniform definitions has hampered study of tourism as a discipline. Development of a field depends on (1) uniform definitions, (2) description, (3) analysis, (4) prediction, and (5) control.

Modern tourism is a discipline that has only recently attracted the attention of scholars from many fields. The majority of studies have been conducted for special purposes and have used narrow operational definitions¹⁹ to suit particular needs of researchers or government officials; these studies have not encompassed a systems approach. Consequently, many definitions of "tourism" and "the tourist" are based on distance traveled, the length of time spent, and the purpose of the trip. This makes it difficult to gather statistical information that scholars can use to develop a database²⁰, describe the tourism phenomenon, and do analyses.

The problem is not trivial. It has been tackled by a number of august bodies²¹ over the years, including the League of Nations,²² the United Nations,²³ the World Tourism Organization (WTO)²⁴, the Organization for Economic Cooperation and Development (OECD)²⁵, the National Tourism Resources Review Commission, and the U. S. Senate's National

Tourism Policy Study.

The following review of various definitions illustrates the problems of arriving at a consensus²⁶. We examine the concept of the movement of people and the terminology and definitions applied by the World Tourism Organization and those of the United States, Canada, the United Kingdom, and Australia.

World Tourism Organization

The International Conference on Travel and Tourism Statistics²⁷ convened by the World Tourism Organization (WTO) in Ottawa²⁸, Canada, in 1991 reviewed, updated, and expanded on the work of earlier international groups. The Ottawa Conference made some fundamental recommendations on definitions of *tourism*, *travelers*, and *tourists*. The United Nations Statistical Commission²⁹ adopted WTO's recommendations on tourism statistics on March 4, 1993.

TOURISM WTO has taken the concept of *tourism* beyond a stereotypical image of "holiday-making." The officially accepted definition is: "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." The term *usual environment* is intended to exclude trips within the area of usual residence and frequent and regular trips between the domicile and the workplace and other community trips of a routine character.

1. *International tourism*³⁰:

- a. *Inbound tourism*³¹: visits to a country by nonresidents
- b. *Outbound tourism*³²: visits by residents of a country to another country

2. *Internal tourism*³³: visits by residents of a country to their own country

3. *Domestic tourism*³⁴: internal tourism plus inbound tourism (the tourism market of accommodation facilities and attractions within a country)
4. *National tourism*³⁵: internal tourism plus outbound tourism (the resident tourism market for travel agents and airlines)

United States

The Western Council for Travel Research in 1963 employed the term *visitor* and defined a *visit* as occurring every time a visitor entered an area under study. The definition of *tourist* used by the National Tourism Resources Review Commission in 1973 was: "A tourist is one who travels away from home for a distance of at least 50 miles (one way) for business, pleasure, personal affairs, or any other purpose except to commute to work, whether he stays overnight or returns the same day."

The *National Travel Survey*³⁶ of the U.S. Travel Data Center³⁷ in 1994 reports on all round-trips³⁸ with a one-way route mileage of 100 miles or more, and since 1984 on all trips involving one or more nights away from home, regardless of distance. Trips are included regardless of purpose, excluding only crews, students, military personnel on active duty, and commuters.

Canada

In a series of quarterly household sample surveys known as the Canadian Travel Survey which began in 1978, trips qualifying for inclusion are similar to those covered in the National Travel Survey in the United States. The main difference is that in the Canadian Survey, the lower limit for the one-way distance is 50 miles (80 kilometers) rather than 100 miles. The 50-mile figure was a compromise to satisfy concerns regarding the accuracy of recall for shorter trips and the possibility of the inclusion of trips completed entirely within the boundaries of a large metropolitan

area such as Toronto.

The determination of which length of trip to include in surveys of domestic travel has varied according to the purpose of the survey methodology employed. Whereas there is general agreement that commuting journeys and one-way trips should be excluded, qualifying distances vary. The province of Ontario favors 25 miles.

In Canada's international travel surveys the primary groups of travelers identified are nonresident travelers, resident travelers, and other travelers. Both nonresident and resident travelers include both same-day and business travelers. Commuters are included and are not distinguished from other same-day business travelers. Other travelers consist of immigrants, former residents, military personnel, and crews.

United Kingdom

The National Tourist Boards of England, Scotland, and Northern Ireland sponsor a continuous survey of internal tourism, the United Kingdom Tourism Survey (UKTS). It measures all trips away from home lasting one night or more, taken by residents for holidays, visits to friends and relatives (nonholiday), or for business, conferences, and most other purposes. In its findings the UKTS distinguishes between short (1 to 3 nights) and long (4 + nights)-duration holiday trips.

The International Passenger Survey collects information on both overseas visitors to the United Kingdom and travel abroad by U.K. residents. It distinguishes five different types of visits: holiday independent, holiday inclusive, business, visit to friends and relatives, and miscellaneous.

Australia

The Australian Bureau of Industry Economics in 1979 placed length of stay and distance traveled constraints in its definition of *tourist* as

follows: "A person visiting a location at least 40 km from his usual place of residence, for a period of at least 24 hours and not exceeding twelve months."

In supporting the use of the WTO definitions, the Australian Bureau of Statistics notes that the "'usual environment' is somewhat vague." It states that "visits to tourist attractions by local residents should not be included" and that visits to second homes should be included only "where they are clearly for temporary recreational purposes."

China

In the book *Introduction to Tourism* published by the China National Tourism Administration, tourism is defined as the sum of all the phenomena and relations arising from the travel and temporary stay by people who have left home to go to other places to visit.

According to the *China Tourism Statistics Annual* published by the China National Tourism Administration, tourists are foreigners, overseas Chinese and Chinese from Hong Kong, Macao and Taiwan who come to the mainland to visit relatives or friends, spend holidays, do sightseeing, take part in the conferences or in activities connected with economy, culture, sports or religion, excluding the following eight kinds of people:

- (1) Invited guests including ministers or those superior to them and their parties;
- (2) Members of foreign embassies in China;
- (3) Foreign experts, foreign students, reporters and members of foreign business organizations who have lived in China for more than a year;
- (4) Transit tourists on international airplanes and the crew members and those who stay at the port but do not spend the night such as railway workers, ship crew members, etc;
- (5) Residents of the border area coming to China;