

21世纪高等院校“十一五”系列规划教材·旅游管理类

旅游从业英语

——行业综览与实践

肖璇 吴建华 主编



华中科技大学出版社
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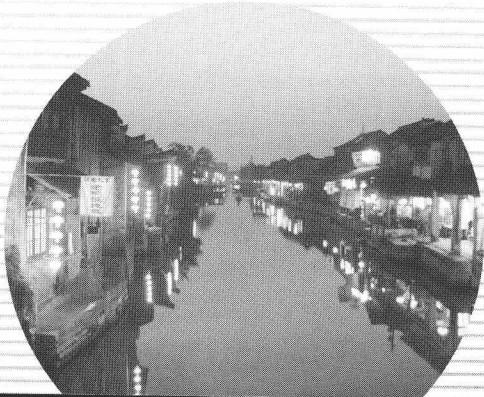
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旅游从业英语——行业综览与实践

内容简介

本书有16个单元，内容分为四大模块：
模块一介绍旅游的基本概念；模块二简述旅游的影响；模块三介绍旅游资源的定义、规划与开发以及营销；模块四为旅游业内主要细分行业的简介。本书具有较强的专业性，既可作为旅游专业本科高年级学生的教材，也可作为旅游业管理者的参考书籍。

前 言

2008年是“改革开放”30周年,回顾30年来我国旅游高等教育从无到有、从弱到强的发展,其过程是艰辛的,其成就也是巨大的。改革开放以来,我国旅游高等教育基本可以划分为三个阶段:第一阶段是1978年至1988年的10年探索性发展期,这是我国旅游管理专业高等教育发展的起步阶段。国家旅游局是该时期我国旅游高等教育的主要推动力量,在当时联合国内八所高等院校开办了最早的旅游系或者旅游专业。第二阶段是1989年至1995年的7年成长性发展期,这是我国旅游管理专业高等教育发展的培育阶段。该时期旅游高等教育的发展动力主要来自旅游业对人才的需要和高等院校自身发展的要求,不断加速的旅游产业化进程引起了各地政府和高等院校的普遍重视,而旅游管理专业毕业生的“抢手”则进一步增强了高校开办旅游管理专业教育的信心。第三阶段是从1996年至今的规范性发展期,这是我国旅游管理专业高等教育发展的成熟阶段。该时期我国旅游业国内地位的提高和国际影响的扩大,为我国旅游高等教育体系的构建和规范化发展提供了新的机遇和动力,一方面开办旅游专业的高等院校有了较大幅度的增长,另一方面很多院校在课程设置、师资、教材等方面进行了规范化建设。

然而,需要我们清醒认识到的是,我国旅游高等教育在快速的发展过程中也存在一定的问题,比如在人才培养目标上定位不清晰、在教学培养模式上理论教育与实践教学脱节等。鉴于此,我们编写了这套实用型的系列教材,并期望在下列几个方面做出一些成绩,为推进我国旅游高等教育的持续健康发展贡献绵薄之力。

第一,凸显专业应用特色。旅游管理专业是典型地应用型专业,在教学过程中理所当然地要在各个环节有意识地体现出其应用性的特点,因而在教材建设上也相应地需要在理论阐述的同时丰富其实务内容。为此,我们在为本丛书中的每一部教材精心遴选作者时都尽量吸纳学界和业界的专家共同参与,以使教材既有所需的理论深度,又能反应行业最新动态。在体例和版式设计上,我们也尽可能安排案例解析、补充阅读等。

第二,推广优质教学资源。旅游示范院校和各级旅游精品课程集中着较多的优质教学资源,如何将这些优质资源统合起来并广泛地传播开去,使更多学校和学生受益也是值得思索的重要问题。因此,我们在此套丛书的策划过程中非常注意示范院校与一般院校的联动,同时也关注旅游示范院校的新型课程设置

以及全国各级旅游精品课程项目的及时出版与推广,从而引领教学趋势。

在确立编写宗旨时,我们注意两个方面。首先,突出应用性。旅游管理学科很突出的特点是实践性较强,和行业的发展息息相关。为突出应用性,我们适当地借鉴了职业教育的某些教学理念和方式,比如工作过程导向等。其次,培养学生策划意识。旅游行业要求从业者有比较强的策划意识,丛书编写时将理论知识可操作化、模拟化、案例化,突出策划和协调性工作当中所需要的实际技能,同时为学生规划切实必要的知识结构,比如行业市场认识、相关企业组织结构认识、行业相关政策与法规等。

这套丛书的策划与出版是一个长期的过程,首批推出的教材主要集中在传统的基础性课程方面,后面将陆续推出实训与实验课程方面的教材。丛书的编写得到了全国众多旅游院系的大力支持,在此深表感谢!当然,也要感谢丛书策划与出版的华中科技大学出版社!

编 者

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Module I : What Is Tourism?

课前导读

Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home. The World Tourism Organization (WTO) claims that tourism is currently the world's largest industry with annual revenues of over \$ 3 trillion dollars. Tourism provides over six million jobs in the United States, making it the country's largest employer.

So what is tourism? And how is its context?

In this module, we' ll discuss different perspectives of tourism, and learn its comprehensive definitions and furthermore, its basic features.

Unit One: What Is Tourism?

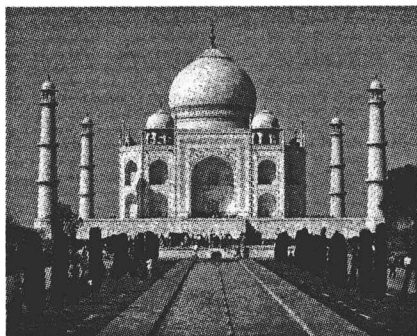
Part I Intensive Reading

1. Pre-Reading Questions

- 1) What is your definition of tourism?
- 2) Why is it so important to give a clear definition of tourism?
- 3) Can you name some key factors of tourism?
- 4) Why have much study and research been paid attention to tourism?
- 5) What kind of organization is the WTO?

2. Text: What Is Tourism?^①

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 time engaging in various sports, sunbathing, talking, singing, taking rides, touring, reading, or simply enjoying the environment. If we consider the subject further, we may include our definition of tourism people who are participating in a convention, a business conference, or some other kind of business or professional activity, as well as those who are taking a study tour 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 park to flying in a jet to an exciting city. Transportation can include taking a chairlift up a Colorado mountainside or standing at the rail of a cruise ship looking across the blue Caribbean. Whether people travel by one of these means or by car, motorcoach, camper, train, taxi, motorbike, or bicycle,

^① 本文节选自 *Tourism—Principles, Practices, Philosophies*, 由 Charles R. Goeldner, J. R. Brent Ritchie 和 Robert W. McIntosh 编撰, John Wiley & Sons 出版公司出版, 2000 年第 8 次出版。

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 to the development of a comprehensive definition. Four different perspectives of tourism can be identified.

➤ 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.

➤ The business providing tourist goods and services. Business people see tourism as an opportunity to make a profit by supplying the goods and services that the tourist market demands.

➤ The government of the host community or area. Politicians view tourism as a wealth factor in the economy of their jurisdictions. Their perspective is related to the incomes their citizens can earn from this business. Politicians also consider the foreign exchange receipts from international tourism as well as the tax receipts collected from tourist expenditures, either directly or indirectly.

➤ The host community. Local people usually see tourism as a cultural and employment factor. Of importance to their 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 traveling away from home. It encompasses all providers of visitor and visitor-related services.

Tourism is the entire world industry of travel, hotels, transportation, all other components, including promotion that serves the needs and wants of travelers. Finally, tourism is the sum total 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 multiplier 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 accepted. 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 predictions; 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 definitions 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 database, describe the tourism phenomenon, and do analyses. The problem is not trivial. It has been tackled by a number of august bodies over the years, including the League of Nations, the United Nations, the World Tourism Organization (WTO), the National Tourism Resources Review Commission, and the U. S. Senate's National Tourism Policy Study.

1) World Tourism Organization Definitions.

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

2) 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.

➤ International tourism; a) Inbound tourism—visits to a country by nonresidents. b) Outbound tourism—visits by residents of a country to another country.

➤ Internal tourism: visits by residents of a country to their own country.

➤ Domestic tourism: internal tourism plus inbound tourism (the tourism market of accommodation facilities and attractions within a country).

➤ National tourism: Internal tourism plus outbound tourism (the resident tourism market for travel agents and airlines).

3) Traveler Terminology for International Tourism.

Underlying the foregoing conceptualization of tourism is the overall concept of traveler, defined as “any person on a trip between two or more countries or between two or more localities within his/her country of usual residence”. All types of travelers engaged in tourism are described as visitors, a term that constitutes the basic concept of the entire system of tourism statistics. Visitors are persons who travel to a country other than the one in which they generally reside, and whose main purpose is other than the exercise of an activity remunerated from within the place visited. All visitors are subdivided into two categories.

➤ Same-day visitors: visitors who do not spend the night in a collective or private accommodation in the country visited, for example, a cruise ship passenger spending four hours in a port.

➤ Tourists: visitors who stay in the country visited for at least one night, for example, a visitor on a two-week vacation.

There are many purposes for a visit—notably pleasure, business, and other purposes, such as family reasons, health, and transit.

4) Comprehensive Classification of Travelers.

The main types of travelers are indicated in Figure 1-1 shown is the

fundamental distinction between residents and visitors and the interest of travel and tourism practitioners in the characteristics of nontravelers as well as travelers. It also reflects the apparent consensus that business and same-day travel both fall within the scope of travel and tourism.

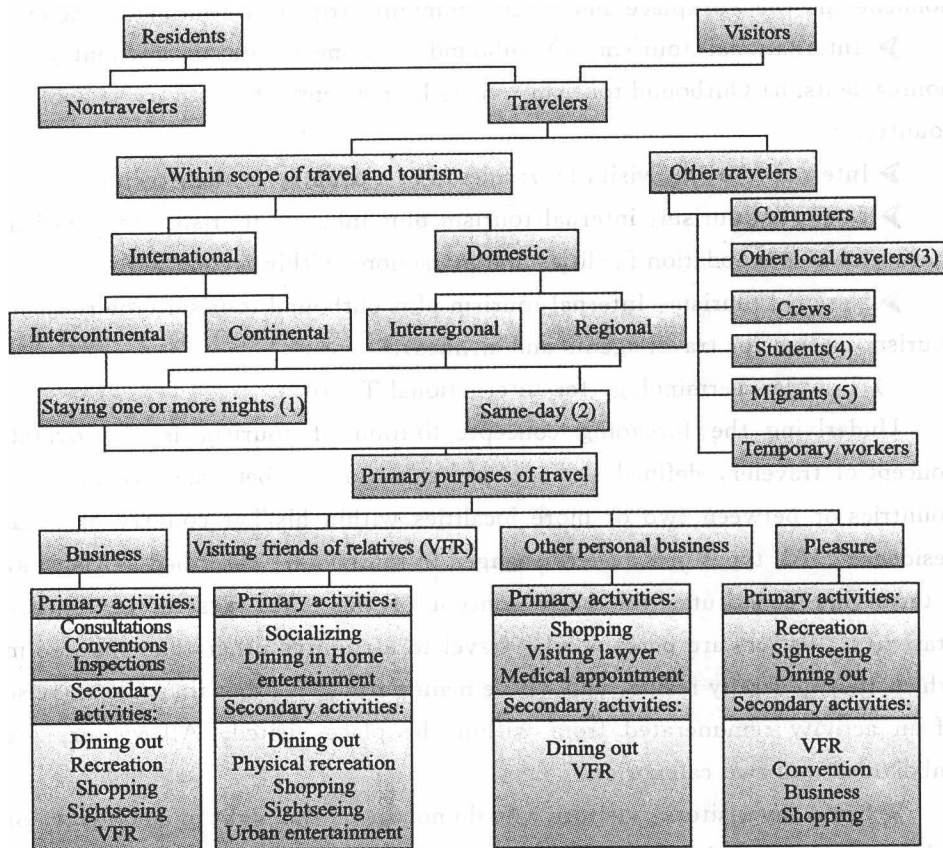


Figure 1-1 Classification of travelers

- (1) Tourists in international technical definitions.
- (2) Excursionists in international technical definitions.
- (3) Travelers whose trips are shorter than those that qualify for travel and tourism; e. g. , under 50 miles (80km) from home.
- (4) Students traveling between home and school only—other travel of students is within scope of travel and tourism.

(5) All persons moving to a new place of residence including all one-way travelers, such as emigrants, immigrants, refugees, domestic migrants, and nomads.

3. Words & Expressions

accommodation [əˌkɒməˈdeɪʃən]	<i>n.</i> 住处[<i>pl.</i>]膳宿, 接待
camper ['kæmpə(r)]	<i>n.</i> 野营车
Caribbean [kæriˈbi(:)ən]	<i>n.</i> 加勒比海
category ['kætɪɡəri]	<i>n.</i> 种类
chairlift ['tʃeəlift]	<i>n.</i> 升降椅; 架空滑车
Colorado [ˌkɒləˈrɑːdəu]	<i>n.</i> 美国科罗拉多州(位于美国西部)
component [kəmˈpəʊnənt]	<i>n.</i> 成分
	<i>a.</i> 组成的, 构成的
composite ['kɒmpəzɪt]	<i>n.</i> 合成物
	<i>a.</i> 合成的, 复合的
conceptualization [kənˌseptʃuəlaɪˈzeɪʃən]	<i>n.</i> 概念化
constitute ['kɒnstɪtjuːt]	<i>v.</i> 组成; 制定
contiguous [kənˈtɪɡjuəs]	<i>a.</i> 临近的
convene [kənˈviːn]	<i>v.</i> 召集
domicile ['dɒmɪsaɪl]	<i>n.</i> 住所
encompass [ɪnˈkʌmpəs]	<i>v.</i> 包含; 包围
establishment [ɪsˈtæblɪʃmənt]	<i>n.</i> 确立; 商业机构
expenditure [ɪksˈpendɪtʃə]	<i>n.</i> 支出; 花费
facility [fəˈsɪlɪti]	<i>n.</i> 设备
foregoing [fɔːˈɡəʊɪŋ]	<i>a.</i> 上述的
hamper ['hæmpə]	<i>v.</i> 妨碍; 牵制
hiking ['haɪkɪŋ]	<i>n.</i> 徒步旅行
hospitality [ˌhɒspɪˈtælɪti]	<i>n.</i> 好客; 招待
interaction [ˌɪntərˈækʃən]	<i>n.</i> 互动
jurisdiction [ˌdʒʊərɪsɪˈdɪkʃən]	<i>n.</i> 管辖区域; 权限
leisure ['leɪʒə; 'liːʒə]	<i>n.</i> 闲暇
locality [ləuˈkælɪti]	<i>n.</i> 位置
motorcoach ['məʊtəkəʊtʃ]	<i>n.</i> 公共汽车
mountainside ['maʊntɪnsaɪd]	<i>n.</i> 山腰

multidimensional [ˌmʌltɪdi'menʃənəl]	a. 多维的
multiplier [ˈmʌltɪplaɪə]	n. 乘数
Ottawa [ˈɒtəwə]	n. 渥太华(加拿大城市)
perspective [pə'spektɪv]	n. 看法;感知
prediction [prɪ'dɪkʃən]	n. 预言
primarily [ˈpraɪməɪrɪli]	ad. 首先;主要地
psychic [ˈsaɪkɪk]	a. 精神的
remunerate [rɪ'mju:nəreɪt]	v. 给……酬劳
routine [ru:'ti:n]	n. 惯例
stereotypical [ˌsteriə'tɪpɪkəl]	a. 常规的
subdivision [ˈsʌbdɪvɪʒən]	n. 再细分的部分
tackle [ˈtækl]	v. 应付;处理
trivial [ˈrɪvɪəl]	a. 琐碎的;价值不高的
uniform [ˈju:nɪfɔ:m]	a. 一致的
	n. 制服
universally [ˌju:ni'vɜ:səli]	ad. 普遍地
wilderness [ˈwɪldənɪs]	n. 荒野
be aimed at	以……为目标
be subdivided into	细分为
domestic tourism	本国旅游
engage in	参加
host community	主办社区;主办团体
inbound tourism	入境旅游
internal tourism	国内旅游
narrow definition	狭义的定义
the National Tourism Policy Study	(美)国家旅游政策研究所
other than	不同于;除了
outbound tourism	出境旅游
solve a problem	解决问题
tax receipt	税收
the National Tourism Resources Review Commission	(美)国家旅游资源审查委员会

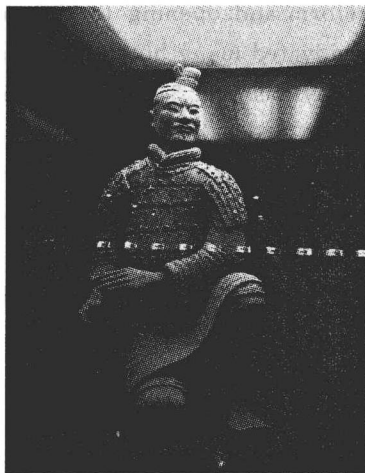
the World Tourism Organization
to suit the need of

世界旅游组织
适应……的需求

Part II Extensive Reading

1. Chinese Travel Organizations and Tourist Service^①

The State Tourism Administration, functioning under the State Council, is the administrative organ of the nation's tourism trade.^[1] Its functions are to formulate policies and establish systems for developing tourism, draw up development plans, organize foreign publicity and issue tourism information, and supervise and examine the implementation of policies and plans.^[2] The State Tourism Administration has branches in all provinces, autonomous regions and municipalities, as well as offices in Tokyo, New York, Paris, London, Frankfurt, Los Angeles, Sydney, Switzerland, Madrid, Osaka, Toronto, Singapore and the Hong Kong Special Administrative Region.



There are travel agencies in every city in China. Among them, the following three major agencies host and make arrangements for tourists coming to China:

China International Travel Service With headquarters in Beijing and branches in all provinces, autonomous regions, municipalities and some of the open cities, it specially serves foreign tourists.^[3]

China Travel Service and the Overseas Chinese Travel Service of China

Both cater to overseas Chinese residents and foreign Chinese returning as tourists or to visit relatives. Both are headquartered in Beijing, and have branches in open cities, open areas and hometowns of overseas Chinese, as well as permanent offices in Hong Kong and Macao.

China Youth Travel Service Based in Beijing, it hosts mainly the young foreign people, the young overseas Chinese, and the young compatriots from

① 资料来源:中国旅游局官方网站 <http://en.cnta.gov.cn/lyen/brief/tourism/travel%20organizations1-2.htm>