

21 世纪高等职业教育通用教材

旅游管理综合英语

(修订版)

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内 容 提 要

本书是为适应 21 世纪高职教育而编写的教材。全书共 18 课,内容涵盖广泛、丰富,涉及了诸如旅游业概论、旅游沟通、旅游营销、旅行社、饭店、旅游购物、康乐、旅游交通、旅游文化以及国际旅游业等方面。

本书可作为高等院校、高职旅游学校旅游外语系及旅游专业高年级学生的教材,也可作为在职旅游管理人员、中等旅游职业学校教师的参考书。

修订说明

自 2001 年《旅游管理综合英语》问世以来,国内许多旅游院校都用来作为专业英语教材,反响颇佳。然而,随着世界旅游业的发展,尤其是会展旅游业和休憩业的兴起,旅游教育有了更加广阔的前景。因此我们深感有必要对《旅游管理综合英语》进行修订和拓展。于是,在 21 世纪高等职业教育通用教材编审委员会的领导下,我们精心、认真地修订了本教材。

《旅游管理综合英语》(修订版)一如初衷,坚持全、新、实的编写原则,与时俱进,新增了第 18 单元“会展旅游”,将这朵中国旅游业蓓蕾初放的奇葩展现在旅游业未来从业者面前。这在同类书籍中亦属首创。此外,我们还对一些单元进行了重大调整,对全书的练习也作了必要的整理和部分替换。力求使本书更贴近行业,更贴近旅游教育,更贴近读者。

《旅游管理综合英语》(修订版)的修订主要由郭兆康、毛仁仙等实施。第 18 单元由吴云(上海师范大学旅游学院)增补。主编由郭兆康担任,毛仁仙、瞿杰、丁小丽、邢怡任副主编。参加编写的还有吴云、周艳春、高玉玲、陈为新、朱艳华、赵宝国、许璐、杨琴。以上人员工作单位见初稿前言,此书不再列举。

在本书修订过程中,我们一直受到上海交通大学出版社的关心和支持,还得到行业内许多同仁的帮助,在此一并致谢。恳切希望读者在使用本书过程的中不断提出宝贵意见。

作 者

2003 年 11 月

前 言

众所周知,旅游业早已雄踞于世界经济的支柱产业之林。我们欣欣向荣的祖国将毫无疑义地在 21 世纪的头 20 年,以一个旅游大国迈入世界旅游强国的行列。中国的旅游业如朝阳喷薄,云蒸霞蔚,风光独好。这一迅猛发展的形势召唤着千千万万有志于祖国旅游事业的热血赤子投身其间。目前,优秀的旅游服务人员固属抢手,但行业亟需的则是各类岗位群上的既精通业务、又谙熟外语的各级管理人才。一般来说,旅游中等职业教育已渐趋成熟,而旅游高等职业技术教育则刚刚起步,有着广阔的发展前景。在旅游高职高专的教学体系中,各类旅游英语的教学占有举足轻重的地位。但是,与旅游中等职业技术教育及普通高校旅游本科的情况不同,旅游高职高专至今尚无系统的符合教育培养目标、教学规律、课程设置的专业英语教材。为填补这一空白,为深入探索办好有中国特色的旅游高职高专教育的道路,在“21 世纪高职高专通用教材编委会”及交通大学出版社的精心组织下,全国多所大专院校、高职学院的学者、教师们通力合作,拟编写《旅游英语系列教材》。

这套旅游英语系列教材遵循专门化用途英语(ESP)的教学规律,紧密结合旅游服务、旅游管理的实际,突现旅游高职高专教育的特点,抓住国际旅游业的发展趋势及旅游教育的最新理念,力争在覆盖旅游业务分支行业的基础上,用英语讲授旅游管理的沿革、基本理论、最新理念、各种管理功能与职能,并把管理知识的输入与英语技能的养成结合起来,把旅游服务英语与旅游管理英语磨合起来。全套教材拟出八种:《旅游管理综合英语》、《饭店管理英语》、《旅行社管理英语》、《休闲娱乐业管理英语》、《会展业管理英语》、《旅游英语应用文写作教程》、《旅游英语视听说教程》、《英汉、汉英旅游分类词汇手册》等。这套教材的总体特点是它的高层次性、系统性、应用性。所谓“高层次性”,是指

高职高专旅游英语教学属于高等教育,因而有别于中专中职的英语教学。它在后者的基础上,加深、拓宽专业英语的教学路子,从单纯进行操作型服务英语的教学进入复合型英语的教学;“高层次性”的另一个涵义就是这套系列教材起点较高,采用当代国际旅游业的最新观念、创新理念,有相当的前瞻性;所谓“系统性”,是指这套系列教材是个有机整体,以《旅游管理综合英语》为前导,全方位、多角度地涵盖旅游业的各主要分支行业。我们称之为“一册先行、多册跟上”,形成群体效应,不搞传统的“单打一”。本套各种教材互相配合、相辅相成,既有共同目标,又有自身特色。此外,在编写原则、编写体例、编写方法上,我们也博采众长,将各种行之有效的英语教学流派、教学方式整合于一体,力争内容新而全、形式多而活;所谓“应用性”或曰“职业性”是指这套旅游英语系列教材决非是普通高校旅游本科专业英语教材“压缩型”产品。

旅游高职高专旨在培养合格的高级服务人员与中、高级管理人员。这就决定了对高职高专学员们的英语技能的培养不仅要突出听说领先,而且要提高听说的难度,加强应变能力和谈判能力的培养。适当加大读、写、译的教学成分,务使高职高专学员的英语口头交际能力竿头日进,笔头交际能力也相应得到加强。这一特色在第二至第八种教材中,通过内容编排、体式选择、练习设计,将特别明显地表现出来。

此次出版的《旅游管理综合英语》是整套教材的第一种。作为前导教材,它肯定是宏观的而不是微观的,旨在为整个旅游业勾勒出一幅全景画。本书全面地介绍本产业的来龙去脉、基本管理理念、分支行业概貌、总体发展趋向乃至企业文化塑造。作为全套教材的前导,本书只能是综合性的而不是分解式的。它旨在使学员对整个旅游业的全局了然于胸,从而为他们进行旅游专业各分支方向的专门英语深造奠定一个基础。

《旅游管理综合英语》共有 18 课,每课含课文两篇以及大量与专业知识及语言技能有关的口头、笔头练习。课文与练习所选用的资料绝大部分为近几年国外出版的专业书籍及海外知名大学的新刊论文,起点较高、内容较新。练习的编排突出口头交际能力的训练,鼓励学员进行课堂讨论、小品扮演、口头作文,同时兼顾阅读、语法及词汇练习。为

便于教学,本书另外配有课文译文及练习答案。在实施这套旅游英语系列教材的教学中,建议在二年级上学期(或下学期)先学《旅游管理综合英语》,在二年级下学期(或三年级上学期)教后续的不同专业方向的上述教材。周学时以不少于4节为宜。《旅游管理综合英语》主编为郭兆康(上海旅游高等专科学校),副主编为瞿杰、邢怡(上海旅游高等专科学校)、丁小丽(山东商业职业技术学院)。参加编写的人员还有周艳春(南通职业大学应用中文系)、高玉珍(青岛市职业高等技术学院)、陈为新、朱艳华、赵宝国、毛仁仙、许璐(上海旅游高等专科学校)、杨琴(扬州职业大学)。在本书编写过程中,受到同业同行朋友们的热诚支持,在此一并致谢。

这套旅游英语系列教材可作为高职高专旅游专业各方向的学生、旅游管理或饭店管理大专自学考试学员的教材,也可作为旅游中专、中职英语教师的教学参考书以及各类旅游企业的各级管理人员的必备书。

编写高职高专旅游英语系列教材,这在我国还是一次崭新的尝试。管窥蠡测、错讹在所难免,抛砖引玉,切望读者指正。

编 者

2001年4月

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Unit One

WHAT IS TOURISM

Text A

What Is Tourism

Throughout history , people have always traveled to satisfy the basic needs of survival or in search for a better life. Travel for the purpose of conducting trade and pilgrimages to holy cities and shrines has also been going on for centuries. However , the first attempt , in Europe , to consider tourism as a phenomenon in its own right was made in late 19th century , when the number of travelers increased considerably and the economic implication was becoming more and more significant.

To define tourism precisely is a difficult if not impossible task due to its various components. In this text , we attempt to define the concept as : the sum of the phenomenon and relationships arising from the temporary short-term movement of people to destinations outside the places where they normally live and work , and their activities during the stay at these destinations ; it includes day visits or excursions and other movements for all purposes other than taking up work or employment at the destinations.

Having attempted to define tourism , we can now look at what tourism entails. Although there are various ways of illustrating the components. We must say that three elements play a dominant role and upon their successful interaction depends the growth and prosperity of tourism , namely the tourist market , the attractions at the destinations and the tourist-related businesses.

The word “tourist ” is comparatively of recent origin. In the 17th

and early 18th centuries , the English , the Germans and others , traveling on a grand tour of the continent , came to be known as “ tourists ”. When the word “ tourist ” first became current in the 19th century , it was often used contemptuously and even in the 20th century a tourist was thought of as a holidaymaker , a “ tripper ” or traveler for pleasure. Presently we shall treat a tourist as a person who undertakes a journey for pleasure , recreation or culture , may enter a country or visit a place for a temporary sojourn of not less than 24 hours and spend the money he brought in , without seeking or taking up work or employment in the country or the place of his visit. The most commonly found tourist activities are related to traveling , lodging , sightseeing , catering , shopping and entertaining. Tourists act as the determinant of the whole phenomenon , whose taste , volume , and spending shape tourism as a whole. The major constraints for tourists are likely to be time and money. Others like psychological , political , and technical factors are worth consideration.

Attractions refer to anything that appeals to a tourist. Unless a country or a place has attractions including scenic and cultural wealth , which attract tourists , tourism cannot be fostered. These comprise the natural , the man-created , the traditional , the cultural , and the historical and contemporary resources. These also include easy accessibility , convenient location on the trade routes and proximity to sources of travel.

Tourism demand is met by the concentrated marketing effort of a wide range of tourist services. Together these services form the world ’s largest and fastest growing industry. Some of these services are crucial to the generation and satisfaction of tourists ’ needs , while others play only a supportive role. Furthermore , some services , such as catering and transport , provide for the needs of others besides tourists. Essentially , the tourism industry consists of three main sectors : transport , accommodation , and tour operators and travel agents , though various man-made facilities designed to attract tourists are in many cases considered an in-

tegral part. Transport includes air , sea , road and rail carriers. A tourist must be in a position to use appropriate , comfortable , fast , frequent , safe , and reliable transport to and from and within the country for the stay of a tourist at the destinations. The accommodation sector comprises widely differing forms of sleeping facilities , which can be conveniently categorized as either serviced (in which catering is provided) or self-catering. Hotels and motels are the most distinctive among the many. Tour operators buy a range of tourist products in bulk – airline seats , hotel accommodation and coach transfers , for example , and package them for subsequent sale to travel agents or to consumers directly. Travel agents which form the retail sector of the distribution chain , buy travel services at the request of their clients and providing a convenient network of sales outlets catering for the needs of a local community. Supportive services can take the form either of services to the tourist himself or of services to the suppliers of tourism. These services include guide services , travel insurance and financial services , the marketing services , visa and passport offices and national and regional organizations.

Text B

Trends in Tourism

With the rapid growth of mass tourism in the 20th century , tourism has developed into a major industry and a major influence on social changes. Every community is affected by tourism. For the new century , the WTO estimates that the annual visits will increase from 660 million in 2000 to 1.6 billion in 2020 and the tourism revenue will reach 2000 billion US dollars. The tourism industry will become the biggest economic sector in many countries. Nevertheless , the world is in a period of rapid transition and in consequence tourism will experience certain changes constantly.

Some nations are moving from an industrial society to a post-industrial one and life-styles and values are changing. The present desire to accumulate material possessions shows signs of lessening. A desire to accumulate experiences seems to take place , which is likely to have a great effect on travel.

In the past , travelers had similar expectations of travel. But today 's travelers are not so similar in nature ; they form a larger and more diverse group of people. The diverse nature will continue to bring forth new tourist products in the new century. Changes in the lifestyle of the young also threaten the traditional forms of holiday. While mass tourism continue to grow at a high speed , alternative tourism will take up a significant proportion in the whole business. Alternative tourism places emphasis on the individual needs. It may not have specific major tourist market and the destinations are scattered rather than concentrated as the mass tourism requires to be , but it shows no seasonal fluctuation and produces less negative impact on the environment and the community. The ecotourism is a fast growing sector in this respect. Presently the main tourist sources are a few developed countries. With growing concern over environment preservation , many countries as well as localities will seek after this comparatively new form of tourism to boost their industry. Those who are unable to develop mass tourism for some reasons will promote ecotourism to get benefits from the growth of tourism. The Asia-Pacific region boasts of great biodiversity and will be a big attraction for this type of tourism.

Holidays abroad have now become a habit for millions in the developed countries. Unless our economies or the world political environment take a marked turn for the worse , many will continue to insist on an annual break abroad. Some developing countries will come up for the outbound trend. Take China for example ; with China 's economy going climbing up , and its citizens enjoying a larger disposable income , the

government has extended the length of public holidays to increase domestic consumption. However, the lure of visiting foreign places has correspondingly increased amongst its citizens. The WTO estimates that by 2020, approximately 100 million Chinese will head overseas, making China the largest source of tourists for central Europe, Japan and the United States.

Forms of tourism in the future will undoubtedly change greatly. The promise of more leisure time for millions, given no decline in living standards, is likely to lead to more, but shorter holidays. Activity and special interest holidays organized by small specialist tour operators will proliferate to cater for a more educated and adventurous tourist market. For many people, the traditional sight-seeing-centered tour will lose its appeal to a holiday that they live at a leisure pace. In addition to the traditional IIT and GIT, forming a group at the destination by individual visitors is getting popular, which allows for greater flexibility on the part of the tourists.

With advances in computer reservations systems, the holiday maker will be able to select his holiday, book it and pay for it by direct debit to his account, all without leaving his armchair. This suggests the likelihood of more impulse purchasing and a consequent decline in the traditional patterns of advanced booking. With the help of his computer, a consumer can “package” his own arrangements at home at the push of a button and can get on his home TV screen all the images of the resorts he wishes to choose from.

Word List

pilgrimage[ˈpɪlɡrɪmɪdʒ]	<i>n. v.</i> 朝圣
shrine[ʃraɪn]	<i>n.</i> 圣地, 神殿
implication[ˌɪmplɪˈkeɪʃən]	<i>n.</i> 影响
component[kəmˈpəʊnənt]	<i>n.</i> 部分, 成分

entail[<i>in'teɪl</i>]	<i>v.</i> 需要,使承担
illustrate[<i>ilə'streɪt</i>]	<i>v.</i> 说明,阐明
dominant[<i>'dɒmɪnənt</i>]	<i>adj.</i> 支配的,占优势的
interaction[, <i>ɪntər'ækʃən</i>]	<i>n.</i> 相互作用,相互影响
contemptuously[<i>kən'temptjuəsli</i>]	<i>adv.</i> 轻蔑地,不齿地
undertake[, <i>ʌndə'teɪk</i>]	<i>v.</i> 从事,进行
sojourn[' <i>sɔ:dʒə:n</i>]	<i>n.</i> 逗留,旅居
volume[' <i>vɒlju(:)m</i>]	<i>n.</i> 流量,数量
constraint[kəs'treɪnt]	<i>n.</i> 限制,不利因素
foster[' <i>fɒstə</i>]	<i>v.</i> 培养,促进
comprise[kəm'praɪz]	<i>v.</i> 包括,包含
accessibility[æk'sesi'bɪlɪti]	<i>n.</i> (公众)可进入
proximity[prɒk'sɪmɪti]	<i>n.</i> 接近,邻近,最近
crucial[' <i>kru:ʃjəl</i> <i>'kru:ʃəl</i>]	<i>adj.</i> 关键的,决定性的
sector[' <i>sektə</i>]	<i>n.</i> 部分,部门
integral[' <i>ɪntɪgrəl</i>]	<i>adj.</i> 完整的,构成整体所必要的
distinctive[dɪ'stɪŋktɪv]	<i>adj.</i> 清晰的,有区别性的
retail[' <i>rɪ:teɪl</i> <i>ri:teɪl</i>]	<i>v.</i> 零售,零卖
transition[træn'sɪʒən]	<i>n.</i> 过渡,转折
accumulate[əkju:mjuleɪt]	<i>v.</i> 积累,积聚
diverse[dai'vəs]	<i>adj.</i> 不同的,多种多样的,形形色色的
alternative[ɔ:l'tə:nətɪv]	<i>adj.</i> 可供选择的,替代的
proliferate[prə'lɪfəreɪt]	<i>v.</i> 大量出现
flexibility[fleksə'bɪləti]	<i>n.</i> 灵活性,自由度
debit[' <i>deɪt</i>]	<i>n.</i> 记账,借款

Useful Terms & Expressions

in search for	寻找
in its own right	凭自己的条件
take up	占用,占据

appeal to	受...欢迎 ,为...所喜爱
to and fro	来回
in bulk	大批量地
at the request of	根据要求
cater for	迎合 ,供应
take the form of	表现为...形式 ,以...形式出现
day visit or day tour	一日游
the attractions	旅游吸引物 ,旅游资源
the destination	旅游目的地
a holiday-maker	度假者 ,旅游者
marketing	营销
accommodations	膳宿服务
tour operator and travel agent	组团人 ,旅行代理
self-catering	自助饮食
coach transfer	汽车接送
the suppliers	供应商
travel insurance	旅游保险
visa	签证
ecotourism	生态旅游
IIT and GIT	个体包价 ,团体包价
computer reservations system	电脑预订系统
package	包价 组合
outbound	出境
biodiversity	生物多样性
mass tourism	大众旅游

Notes

1. 其他组织和学者对“旅游”的不同定义：

By The International Conference on Leisure-Recreation-Tourism in 1981：“Tourism may be defined in terms of particular activities