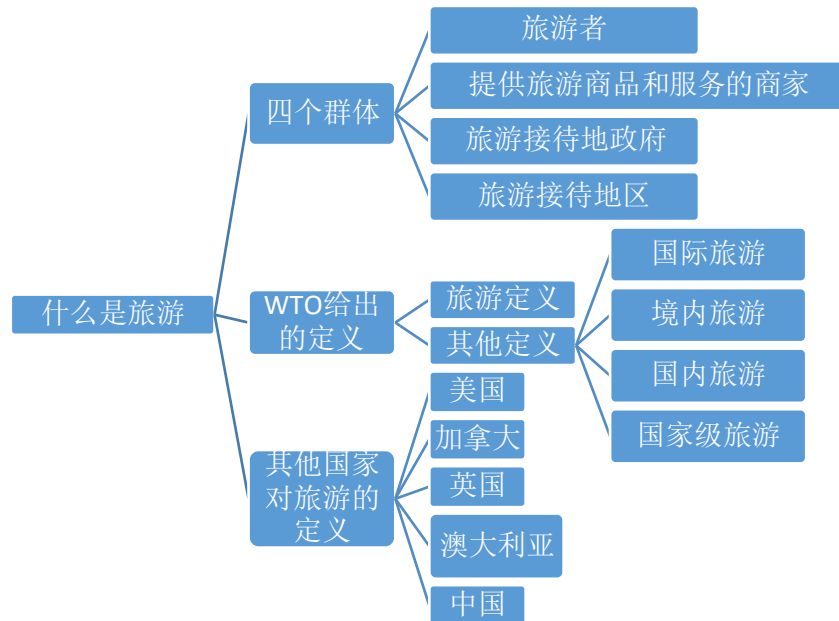


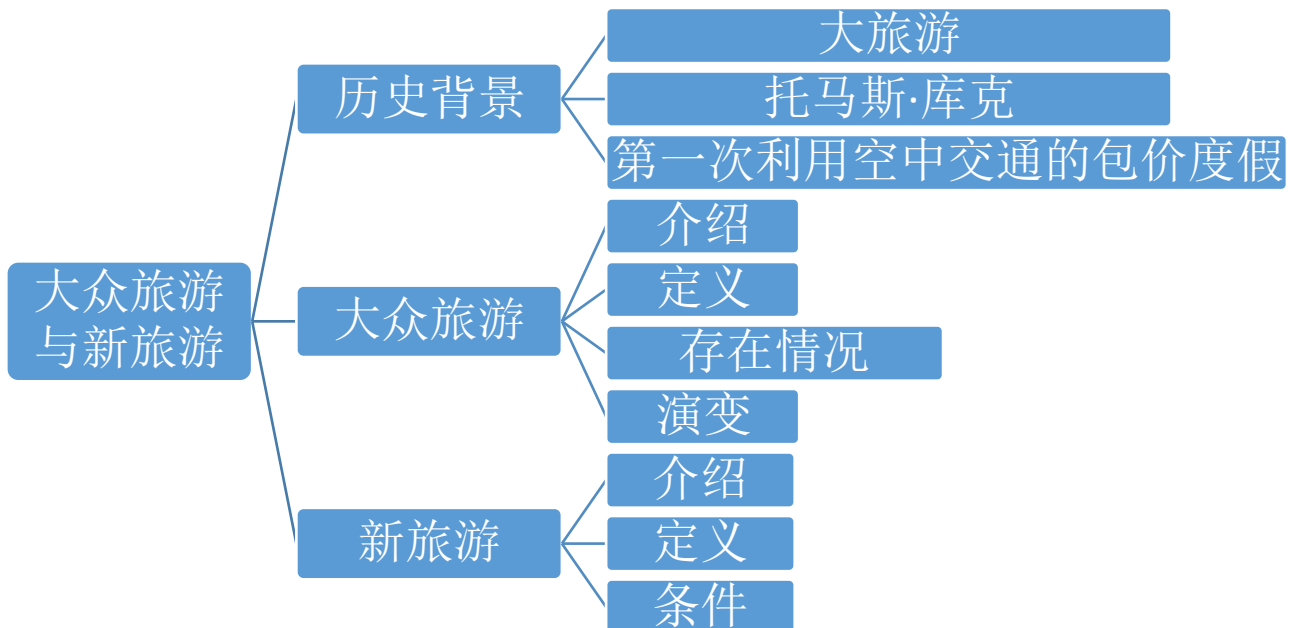
旅游英语选读官方笔记 1

一、 知识结构

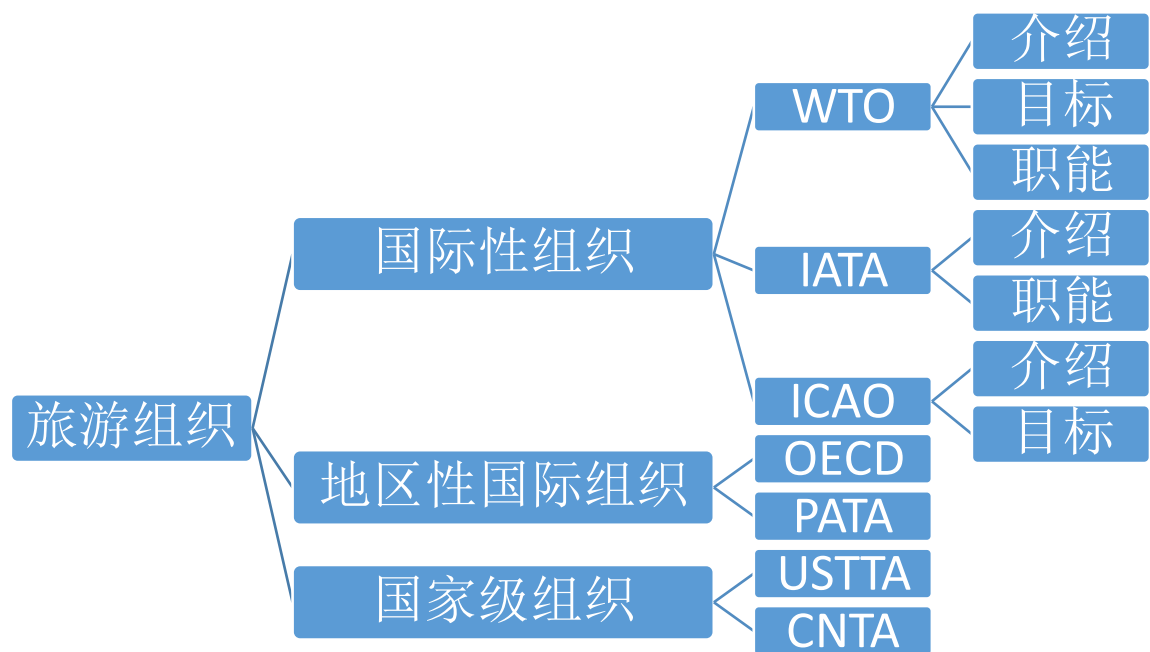
1. 什么是旅游 what is tourism?



2. 大众旅游与新旅游 mass tourism and new tourism



3. 旅游组织 tourism organizations



二、 考点分析

Lesson 1

1. 给旅游下定义时要考虑的四个方面：旅游者、提供旅游商品和服务的商家、旅游接待地政府和旅游接待地。背

1) The tourist seeks various psychic and physical experiences and satisfactions. The nature of these will largely determine the destinations chosen and the activities enjoyed. 游客寻求的是精神和身体上的不同体验和满足。这些经历和满足的性质在很大程度上决定他们选择什么样的目的地和享受何种活动

2) Business people see tourism as an opportunity to make a profit by supplying the goods and services that the tourist market demands. 商人们把旅游业看作是一个通过提供旅游市场所需要的商品和服务来赚取利润

的机会

- 3) 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. 政府官员们将旅游业视为其辖区经济中的财富因素。他们的观点与辖区公民从旅游行业中获得的收入有关。政客们考虑的还有直接或间接的从国际旅游当中获得的外汇收入以及从旅游者消费中获得的税收收入
- 4) 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. 当地人通常把旅游业看作是一种文化和就业因素。例如，对当地社会群体来说，重要的是大量国际游客和居民之间的互动所产生的影响。这种影响可能是有益的或有害的，或者两者皆有。

2. WTO 给出的定义

- 1) Tourism: 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. 旅游是指人们出于休闲娱乐、商业或其他目的，离开常住地到其他地方并在那里连续居住不超过一年的活动。
- 2) Inbound tourism : visits to a country by nonresidents
入境旅游：国外居民到一个国家的旅游
- 3) Outbound tourism: visits by residents of a country to another country
出境旅游：一国居民到另一个国家的旅游
- 4) Internal tourism: visits by residents of a country to their own country
境内旅游：一国居民在本国内的旅游。
- 5) Domestic tourism: internal tourism plus inbound tourism (the tourism market of accommodation facilities and attractions within a country)
国内旅游：(境内旅游+入境旅游)
- 6) National tourism: internal tourism plus outbound tourism (the resident tourism market for travel agents and airlines)
国家级旅游：(境内旅游+出境旅游)

3. 其他国家对于旅游者的定义

- 1) 美国：为了商务、娱乐、个人事件，或其他通勤工作以外的目的，不论是否过夜，离家 50 英里以上的人们
- 2) 加拿大：主要的旅行者群体是非居民旅行者、居民旅行者和其他旅行者。
- 3) 英国：离家一晚上或更长时间的所有旅行的居民,包括度假、探亲访友（非假期）、或因公出差、出席会议等多种目的。
- 4) 澳大利亚：对距离自己的常住地 40 千米以外的某地进行为期 24 小时以上、12 个月以下的游览者
- 5) 中国：离家去他处的旅行与暂时居住所产生的所有现象与关系的总和为旅行，这样的人为旅行者

Lesson 2

1. 历史背景

- 1) Grand Tour 16th to 19th centuries
(golden age—18th century)
- 2) the father of modern tourism was Thomas Cook

2. 大众旅游

- 1) 定义：大众旅游是以固定的价格面对群体顾客推出的大规模、规范化、包价休闲服务。

Mass tourism is a phenomenon of large-scale packaging of standardized leisure services at fixed

prices for sale to a mass clientele.

2) 特征:

- a) The characteristics of mass tourism are: mass, rigidity, and inflexibility.

大众旅游的特征是: 大众性、标准化、严格性和非灵活性。

- b) Within the confines of mass, standardized and rigidity packaged tourism, choice, individuality, personalized services and flexibility are just not possible(or where possible, it is at horrendous prices compared with the package price).

在大众化、标准化、团体包价旅游的限制下, 个人的选择、单独行动、个别服务和随意变更都是不允许的(除非支付比标准价格高得多的费用)。

- c) There is little place within mass tourism for the individual who wishes to be different from the crowd, who wishes to use different accommodations or participate in different holiday activities.

参加团体旅游的人几乎不可能和团体有所区别, 不能选择不同于大家的食宿和活动安排。

3) 条件 (存在情况)

- a) The holiday is standardized, rigidly packaged and

inflexible.

规范化、团体报价和预先安排好的

- b) The holiday is produced through the mass replication of identical units, with scale economies as the driving force.

在规模经济的驱动下，度假是大批量复制的完全相同的旅游活动

- c) The holiday is mass marketed to an undifferentiated clientele.

大批量讲度假旅游推销给不加区分的顾客群体

- d) The holiday is consumed *en masse*.

度假旅游是团体的，旅游者缺乏对当地状况了解

3. 新旅游

- 1) 定义: New tourism is a phenomenon of large-scale packaging of nonstandardized leisure services at competitive prices to suit the demands of tourist.

新旅游是为满足游客和旅游接待地的经济和社会环境的需求而以有竞争力的价格提供的大规模、包价的、飞标准化休闲服务方式。

- 2) 特征: 灵活性 flexibility

非标准化 nonstandardization

- 3) 主要推动因素:

- a) new consumers 新消费者
- b) new technologies 新技术
- c) new production practices 新的生产实践
- d) new management techniques 新的管理技巧
- e) changes in the industry's frame conditions 行业
框架条件的变化

Lesson 3

1. WTO

1) 介绍:

- a) 世界旅游组织 WTO 是当今旅游业中得到最广泛认可的
组织。

The most widely recognized organization in
tourism today.

- b) Madrid, Spain

- c) 联合国官方咨询组织

an official consultative organization to the UN

- d) 唯一代表所有国家和官方旅游者利益的组织

the only organization that represents all national
and official tourist interests.

- e) 联盟成员是私人商业利益集团。

allied members are private commercial interests

- 2) 目标：来为其他国家提供旅游设施，并帮助建设（通过联合国途径帮助不发达国家旅游业）

to provide facilities for foreign tourism and the promote tourist traffic

- 3) 职能：

- a) 世界旅游组织的任务是宣传旅游，把旅游的优点和缺点都宣传出去，同时提出议案来解决问题

WTO concentrates on the informed promotion of tourism, spreading an appreciation of tourism and its advantages and dangers and recommending positive measures like the creation of new facilities

- b) 世界旅游组织可以用国际旅游原则来影响成员国的旅游政策，目的是让人民都感受到旅游的好处

The organization attempts to harmonize tourist policies among nations through formulating and applying principles of international tourism.

- c) 世界旅游组织的其他活动包括帮助发展中国家，组织和促进所有国家在影响旅游业的技术问题上的合作

Other activities of WTO include helping developing countries and organizing and stimulating cooperation among all countries in

technical matters affecting tourism.

2. IATA

- 1) 介绍国际航空运输协会（IATA）是几乎包括了所有国际航空公司的全球性组织。

The International Air Transport Association (IATA) is the global organization for virtually all the international air carriers.

2) 职能

- a) the principal function of IATA 主要职能
通过任何路线组合, 促进人员和货物从世界航空网络任何一点的移动到任何其他地点
- b) IATA 交通会议的决议使机票、分发运单, 行李支票和其他类似文件标准化。
- c) IATA 工作最重要的内容是确定费率。

3. ICAO

1) 介绍:

- a) International Civil Aviation Organization 国际民用航空组织。
- b) 世界范围内约 80 个政府组成
- c) 1944

2) 目标:

- a) 确保国际民航在全球的安全和有序发展
- b) 鼓励和平目的的飞机设计和操作
- c) 鼓励发展国际民用航空的航空公司, 机场和空中航行设施
- d) 满足世界人民安全, 正常, 高效, 经济的航空运输需求
- e) 鼓励经济手段来防止不合理的竞争
- f) 确保缔约国的权利得到充分尊重, 并且每个缔约国都有公平的机会运营国际航空公司
- g) 避免缔约国之间的歧视
- h) 促进国际空中航行安全
- i) 普遍促进国际民用航空各个方面的发展

4. OECD

The Organization for Economic Cooperation and Development (OECD) was set up under a convention, signed in Paris on December 14, 1960.

经济合作与发展组织(OECD)是根据 1960 年 12 月 14 日在巴黎签署的一份公约建立的。

5. PATA

Founded in Hawaii in 1951

于 1951 年在夏威夷成立

The Pacific Asia Travel Association (PATA) represents 34 countries or areas in the Pacific and Asia that have united.

太平洋亚洲旅行协会 PATA 由太平洋和亚洲地区的 34 个国家或地区组成的旅游联合体。

6. USTTA

The United States Travel and Tourism Administration (USTTA) is the prime government agency in the United States responsible for the promotion of tourism.

美国旅行和旅游协会是美国负责旅游业发展的主要政府机构

USTTA was established by the National Tourism Policy Act of 1981.

成立于 1981 年，是美国国家旅游政策法案的产物

7. CNTA

as a national tourism administrative organization, the China National Tourism Administration was established in 1964.

中国国际旅游局成立于 1964 年，是中国旅游业的行政管理

机构

CNTA is responsible for the growth of both international and domestic tourism in China.

该机构负责管理中国国际及国内旅游业的发展

三、 同步习题

1. The WTO is an official consultative organization to ().

A:the United Nations

B:IATA

C:ICAO

D:PATA

2. According to WTO' s definition of tourism, National tourism refers to ().

A:internal tourism plus outbound tourism

B:visits by residents of a country to another country

C:visits by residents of a country to their own country

D:visits to country by nonresidents

3. According to WTO' s definition of tourism, Internal tourism refers to ().

A:visits to country by nonresidents

B:visits by residents of a country to another country

C:visits by residents of a country to their own country

D:internal tourism plus outbound tourism

答案: AAC