

Lesson 1 What Is Tourism?

学习目的和要求

了解给旅游下定义要考虑的几个方面及世界旅游组织, 美国、加拿大、英国、澳大利亚所使用的旅游的定义。

学习要点

1. Four different perspectives of tourism

The tourist

The business providing tourist goods and services

The government of the host community or area

The host community

2. The importance of giving a definition of tourism

3. The difficulties in giving a definition of tourism

4. WTO definitions

The definition of tourism

The definition of international tourism

The definition of internal tourism

The definition of domestic tourism

The definition of national tourism

5. Tourism as defined by

The United States

Canada

The United Kingdom

Australia

China

重点知识讲解

1. The importance of having a uniform definition of tourism

知识点解读: Because the lack of uniform definitions has hampered the study of tourism as a discipline, so it is important to have a uniform definition of tourism.

2. The difficulties in coming up with a definition that will be universally accepted

知识点解读: The difficulties in coming up with a meaningful definition that will be universally accepted include its multidimensional aspects of tourism and its interactions with other activities.

3. Four groups that participate in and are affected by tourism★

知识点解读:

- (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 good and services—Business people see tourism as an opportunity to make a profit by supplying the goods and services that the tourist market demands.

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- (3) 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.
- (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.

4. The factors on which the development of a field depends

知识点解读: Development of a field depends on uniform definitions, description, analysis, prediction, and control.

5. Definition of tourism adopted by WTO★

知识点解读: 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.

6. Definition of international tourism

知识点解读: International tourism includes: (1) Inbound tourism: visits to a country by non-residents; (2) Outbound tourism: visits by residents of a country to another country.

7. Definition of internal tourism

知识点解读: Internal tourism: visits by residents of a country to their own country.

8. Definition of domestic tourism

知识点解读: Domestic tourism: internal tourism plus inbound tourism (the tourism market of accommodation facilities and attractions within a country).

9. Definition of national tourism

知识点解读: National tourism: internal tourism plus outbound tourism (the resident tourism market for travel agents and airlines).

10. Definition of tourist adopted by the United States

知识点解读: A tourist is one who travels away from home for a distance of at least 50 miles for business, pleasure, personal affairs, or any other purpose except to commute to work, whether he stays overnight or returns the same day.

11. The United Kingdom Tourism Survey (UKTS)

知识点解读: The United Kingdom Tourism Survey measures all trips away from home lasting one night or more, taken by residents for holidays, visits to friends and relatives (no holiday), or for business, conferences, and most other purposes. It distinguishes between short (1 to 3 nights) and long (4 nights and above) duration holiday trips.

12. The International Passenger Survey

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知识点解读: 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.

13. Definition of tourist adopted
by Australia

知识点解读: A tourist is 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 12 months.

14. The Australian Bureau of Statistics' modification of WTO' s definition of
tourism

知识点解读: The Australian Bureau of Statistics notes that the "usual environment" in WTO' s definition of tourism 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."

15. Definition of tourism adopted by China

知识点解读: 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.

16. Definition of tourism adopted by Canada

知识点解读: The Canadian Travel Survey 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 rather than 100 miles.

常用短语

1. engage in 参加, 从事
2. be vital to 对...至关重要的
3. view...as 把...看作是
4. come up with 找到, 提出, 想出 (答案、办法、想法等)
5. regardless of 不管, 不顾
6. distinguish...from 区别, 辨别
7. consist of 由...组成
8. as follows 如下, 如后 (用来列举事项)
9. take sth. into account 考虑到
10. arrive at 达成, 得出

旅游术语

sightseeing	leisure time
sunbathing	a study tour
wilderness park	chairlift
make a profit	jurisdictions

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the foreign exchange receipts tax receipts
the sum total income multiplier
database august bodies
the League of Nations the United States
the World Tourism Organization (WTO)
the organization for Economic Cooperation and Development (OECD)
the International Conference on Travel and Tourism Statistics
the United Nations Statistical Commission
international tourism
inbound tourism
outbound tourism
internal tourism
domestic tourism
national tourism
the National Travel Survey
the U. S. Travel Data Center
round trip
the rail of a cruise ship
narrow operational definitions
transportation-centered economic area
the National Tourism Resources Review Commission
usual environment
the Western Council for Travel Research
one-way
Canadian Travel Survey
the National Tourist Board of England
the United Kingdom Tourism Survey
the Australian Bureau of Industry Economics
the Australian Bureau of Statistics
China National Tourism Administration
China Tourism Statistics Annual
overseas Chinese

例题讲解

Phrase translation:

1. august bodies
2. the League of Nations
3. 国家级旅游
4. 外汇收入

Answers:

1. 权威机构
2. 国际联盟
3. national tourism
4. the foreign exchange receipts

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Lesson 2 Mass Tourism and New Tourism

学习目的和要求

了解大众旅游的历史背景, 大众旅游产生的条件、特点, 推动新旅游产生的因素, 新旅游的定义及将来旅游的发展趋势。

学习要点

1. Modern tourism
 - The historical setting
 - The Grand Tour
 - The foundation of the growth of tourism to mass tourism
 - The first package holiday built around air transport
2. Mass tourism
 - The characteristics of mass tourism
 - Four conditions for mass tourism
 - The evolution of mass tourism
3. New tourism
 - The characteristics of new tourism
 - Five main impulses driving new tourism
 - Conditions for new tourism

重点知识讲解

1. Thomas Cook

知识点解读: Thomas Cook is considered the father of modern tourism. He organized travel on a scale that had never been seen before. He heralded an era of organized, large-scale, relatively cheap tourism, spread across national, regional and international destinations. And it was he who provided the first true package tours in 1862, with all the details of transport and accommodations pre-arranged for tourists who were generally of modest means. Until the early 1860s, Britain remained the main field of Cook's activities; in 1862 he moved into Europe; he moved into America in 1866; took his first round-the-world trip in 1872, reached India and the Far East by the 1880s; and the first Cook hotel was established at Luxor (Egypt) in 1887.

2. The foundation of the growth of tourism to mass tourism

知识点解读: The growth of tourism to 'mass' proportions as it is known today, has its foundation in several timely innovations: technologically, in the field of transportation; and in the existence of a critical facilitating force, entrepreneurship — in the person of Thomas Cook.

3. The characteristics of mass tourism★

知识点解读: The characteristics of mass tourism are: mass, standardization, rigidity, 更多自考 (真题模考软件、笔记等) 课程, 请访问官网: www.ikaoti.cn/shop



and inflexibility.

4. Four conditions for mass tourism

知识点解读:

- (1) The holiday is standardized, rigidly packaged and inflexible. No part of the holiday could be altered except by paying higher prices.
- (2) The holiday is produced through the mass replication of identical units, with scale economies as the driving force.
- (3) The holiday is mass marketed to an undifferentiated clientele.
- (4) The holiday is consumed en masse, with a lack of consideration by tourists for local norms, culture, people or the environments of tourist receiving destinations.

5. New tourism

知识点解读: New tourism is a phenomenon of large-scale packaging of non-standardized leisure services at competitive prices to suit the demands of tourist as well as the economic and socio-environmental needs of destinations. One of the key characteristics of the new tourism is flexibility—flexible consumers, flexible services and the flexibility of producers to move with the market. The cornerstone of the industry's flexibility is information technology(IT). IT creates the flexibility to satisfy changing consumer needs at prices that are cost-competitive with mass-produced holidays.

6. The characteristics of new tourism★

知识点解读:

The characteristics of the new tourism are non-standardization and flexibility.

7. Conditions for new tourism

知识点解读:

- (1) The holiday is flexible and can be purchased at prices that are competitive with mass-produced holiday.
- (2) Production of travel and tourism-related services are not dominated by scale economies alone. Tailor-made services will be produced while still taking advantages of scale economies where they apply.
- (3) Production is increasingly driven by the requirements of consumers.
- (4) The holiday is marketed to individuals with different needs, incomes, time constraints and travel interests. Mass marketing is no longer the dominant paradigm.
- (5) The holiday is consumed on a large scale by tourists who are more experienced travelers, more educated, more destination-oriented, more independent, more flexible and more 'green'.
- (6) Consumers look at the environment and culture of the destinations they visit as a key part of the holiday experience.

常用短语

1. hark back to 追溯到
2. be equated with 把...认为是

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3. couple with 将...与...联系在一起
4. refer to 提及, 涉及, 说到
5. search for 寻找, 寻求
6. give rise to 产生, 引起, 导致
7. take hold 确立, 固定
8. cater to 迎合, 投合
9. focus on 集中于
10. gear to 适合, 适应
11. benefit from 从...中获益
12. associate...with 将...与...联系起来

旅游术语

The Grand Tour	round-the world trip
package tours	purchasing power
paid holidays	mass tourism
charter flights	airline oligopolies
market segmentation	diagonal integration
customized services	dominant paradigm
more green	scale economies
scope economies	tailor-made services
socioenvironmental needs	common practice
at the various ports of calls	Hellenistic urban system
French Revolution	the Battle of Waterloo
Far East	per annum
London School of Economics	Horizon Holidays
assembly line	international hotel chains
tour operators	
with the rise of the middle professional class	
mass, standardized and rigidly packaged	

例题讲解

Phrasal verbs

search for	equate with	benefit from
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1. You can't ___ passing examinations ___ being intelligent.
2. Scientists are still ___ a cure to the common cold.
3. These small businesses have ___ greatly ___ the fall in interest rates.

Answers:

1. equate with
2. searching for
3. benefited from

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Lesson 3 Tourism Organizations

学习目的和要求

了解主要旅游组织的中英文名称及其宗旨和任务。

学习要点

1. International organization
World Tourism Organization
International Air Transport Association
International Civil Aviation Organization
2. Regional International Organizations
Organization for Economic Cooperation and Development
Pacific Asia Travel Association
3. National Organization
The United States Travel and Tourism Administration
The China National Tourism Administration

重点知识讲解

1. World Tourism Organization (WTO)

知识点解读: The World Tourism Organization (WTO) is the most widely recognized organization in tourism today. Located in Madrid, Spain, it is the only organization that represents all national and official tourist interests. Private commercial interests are allied members. The WTO is an official consultative organization to the United Nations, particularly to ECOSOC (the Economic and Social Council of the UN).

2. International Air Transport Association

知识点解读: IATA is the globe organization for virtually all the international air carriers. The principle function of IATA is to facilitate the movement of persons and goods from any point on the world air network to any other by any combination of routes.

3. International Civil Aviation Organization

知识点解读: ICAO was established in 1944 and becomes an organization of some 80 governments.

4. Organization for Economic Cooperation and Development

知识点解读: The Organization for Economic Cooperation and Development (OECD) was set up under a convention, signed in Paris on December 14, 1960. OECD's Tourism Committee fosters development of tourism in member countries and in Yugoslavia by studying the tourism problems confronting the governments and sectors of the economy in view of the large development of transit traffic in recent years, and by making recommendations based on its findings.

5. Pacific Asia Travel Association

知识点解读: Founded in Hawaii in 1951, PATA represents 34 countries or areas in the Pacific and Asia that have united to achieve a common goal—excellence in travel and tourism growth in this vast region. Its work has been to promote tourism through
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programs of research, development, education, and marketing, as well as to develop, promote, and facilitate travel to and among the destination areas in and bordering the Pacific Ocean. PATA brings together governments, airline and steamship companies, hoteliers, tour operators, travel agents, and a wide range of other tourism-related organizations.

6. United States Travel and Tourism Administration

知识点解读: The United States Travel and Tourism Administration (USTTA) is the prime government agency in the United States responsible for the promotion of tourism. Its mission is to develop travel to the U. S. from abroad as a stimulus to economic stability, growth of the U. S. travel industry, and expanded foreign exchange earnings.

7. The China National Tourism Administration

知识点解读: The China National Tourism Administration was established in 1964. As the national tourism administrative organization, CNTA is responsible for the growth of both international and domestic tourism in China. Tourism bureaus of the provinces, cities and autonomous regions, which are in charge of the local tourism are responsible for both CNTA and the local government.

常用短语

1. access to 能使用, 能进入
2. contribute to 促成, 起作用
3. be of use 有用的
4. lead to 导致
5. carry out 实行, 执行, 实现
6. apply to 适用于
7. in effect 实际上; 实施中; 生效
8. eligible for 够资格的, 有...资格
9. in accordance with 根据, 与...一致
10. set for 表明, 阐述; 出发, 动身
11. concentrate on 集中

旅游术语

tourist operators	police registration
frontier formalities	air carriers
waybills	baggage checks
accreditation services	contracting countries
international clearinghouse for information	
the International Air Transport Association (IATA)	
the International Civil Aviation Organization (ICAO)	
the Pacific Asia Travel Association (PATA)	
the Organization for Economic Cooperation and Development (OECD)	
the United States Travel and Tourism Administration (USTTA)	

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the China National Tourism Administration (CNTA)

例题讲解

Phrase translation

1. the International Air Transport Association
2. the United States Travel and Tourism Administration (USTTA)
3. 国际民航组织
4. 经济合作与发展组织

Answers:

1. 国际航空运输协会
2. 美国旅行和旅游协会
3. the International Civil Aviation Organization
4. the Organization for Economic Cooperation and Development

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