



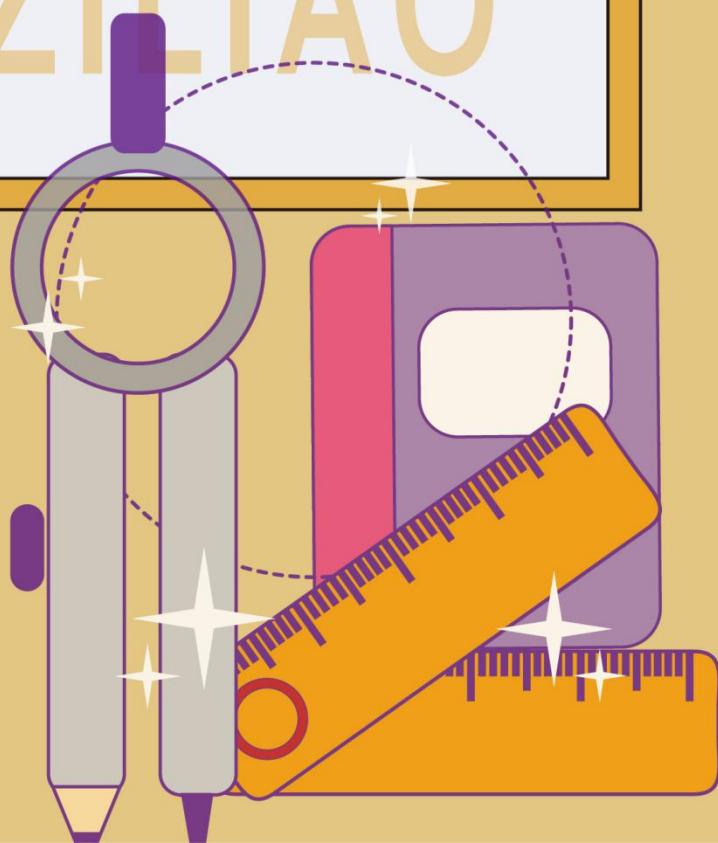
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MIXUNZILIAO

旅游英语选读

2021



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第一章 现代旅游 (Modern Tourism)

知识点名称	内容
参与旅游并受旅游影响的四个群体★★★	<p>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. 旅游者—旅游者寻求的是精神方面和身体方面的不同经历与满足。这些经历与满足的性质在很大程度上决定他们选择什么样的目的地与享受何种活动。</p> <p>2. The businesses 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. 提供旅游商品与服务的商家——商人把旅游看作通过提供旅游市场所需要的商品和服务而盈利的一个机会。</p> <p>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. 旅游接待地区的政府—政府官员们把旅游业看作其管辖区经济发展的一个重要因素。他们的观点与管辖区的居民从该行业中所获得的收入密切相关。政府官员们考虑的还有直接或间接地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。</p> <p>4. The host community. Local people usually see tourism as a cultural and employment factor. 旅游接待地区—当地人通常把旅游视为一种文化和就业方面的因素。</p>
旅游的定义★★★	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 purpose. 旅游是指人们为了 休闲、公务 和其他目的而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。
国际旅游的定义★	International tourism includes: a. Inbound tourism : visits to a country by nonresidents b. Outbound tourism : visits by residents of a country to another country. 国际旅游包括: 入境旅游 : 国外居民到一个国家的旅游; 出境旅游 : 一国居民到另一国家的旅游。
境内旅游的定义★	International 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。
国内旅游的定义★	Domestic tourism : internal tourism plus inbound tourism (the tourism market of accommodation facilities and attractions within a country) 国内旅游 : 境内旅游加上入境旅游 (由一个国家的住宿条件和旅游景点所组成的旅游市场)。
国家级旅游的定义★	National tourism : internal tourism plus outbound tourism (the resident tourism market for travel agents and airlines). 国家级旅游 : 境内旅游加上出境旅游 (包括旅行社与航空公司的本国居民旅游市场)。
大旅游★	The Grand Tour is a tour of certain cities in Western Europe undertaken primarily, but not exclusively for education and pleasure . 大旅游起初在西欧的一些大城市间兴起, 但不局限于译 学术和娱乐 为目的。

大众旅游 与新旅游 ★★★★	<p>Thomas Cook is considered the father of modern tourism. He organized travel on a scale that had never been before. 托马斯·库克是现代旅游之父，他以空前的规模组织旅游。He heralded an era of organized, large-scale,relatively cheap tourism, spread across national,regional and international destinations. 他预示着一个有组织、大规模、相对低价位的旅游时代的到来，而且旅游的目的地从国家间、地区间迅速扩大到全球。</p> <p>The first Cook hotel was established at Luxor (Egypt) in 1887.在 1877 年，第一家库克酒店在埃及的卢克索建成。</p>
大众旅游 的特征★★ ★★	<p>The characteristics of mass tourism are: mass, standardization,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。</p>
大众旅游 的四个条 件★	<p>1) The holiday is standardized, rigidly packaged and inflexible.度假旅游是标准化、团体包价和非灵活性的。</p> <p>2) 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。</p> <p>3) The holiday is mass marketed to an undifferentiated clientele.大批量将度假旅游推销给不加区分的顾客群体。</p> <p>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.度假旅游是团体的，旅游者缺乏对当地的状况、文化、人民和旅游接待地环境的考虑。</p>
新旅游的 定义★★ ★	<p>New tourism is a phenomenon of large-scale packaging of nonstandardized leisure services at competitive prices to suit the demands of tourist as well as the economic and socioenvironmental needs of destinations.新旅游是指为了满足旅游者的需求以及目的地的经济和社会环境需求，以具有竞争力的价格对非标准休闲服务进行大规模包装的现象。</p>
新旅游的 条件★	<p>新旅游存在的条件为：1. The holiday is flexible and can be purchased at prices that are competitive with mass-produced holidays.度假的安排是灵活可变的，同时其价格与大规模旅游相比仍具有竞争力。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.旅游和其相关服务不仅仅由规模经济所主导，在利用规模经济的同时还提供特别服务项目。3.Production is increasingly driven by the requirements of consumers.旅游产品的生产是以消费者的需求为动力的。4.The holiday is marketed to individuals with different needs, incomes, time constraints and travel interests. Mass marketing is no longer the dominant paradigm.旅游面对的市场主要是不同需求、不同收入、不同时间长短和不同旅游兴趣的个人，大众市场已不是主要形式。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'.旅游者在很大程度上比以往具有更多的旅行经验，具有更高的教育水平，更注重对旅游目的地选择，而且更独立、更灵活、更具环保意识。6. Consumers look at the environment and culture of the destinations they visit as a key part of the holiday experience.旅客把旅游目的地环境和文化看作是旅行经历的重要组成部分。</p>

新旅游的特征★★★	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. 新旅游的主要特点之一是它具有灵活性——灵活的消费、灵活的服务以及旅游组织者适应市场的灵活性。The cornerstone of the industry's flexibility is information technology (IT). 行业灵活性的基石是信息技术 (IT)。Nonstandardization is also one of the characteristics of the new tourism. 非标准化也是新旅游的特征之一。
旅游组织★	<p>1. The World Tourism Organization (WTO) is the most widely recognized organization in tourism today. 世界旅游组织是当今旅游业中得到最广泛认可的组织。Located in Madrid, Spain, it is the only organization that represents all national and official tourist interests. 该组织设在西班牙首都马德里, 是唯一代表所有国家和官方的旅游者权益的组织。</p> <p>The WTO is an official consultative organization to the United Nations, particularly to ECOSOC. WTO 是联合国经济和社会理事会 (ECOSOC) 的官方顾问组织。</p> <p>1. Pacific Asia Travel Association (太平洋亚洲旅行协会) 于 1951 年在夏威夷。</p> <p>2. The China National Tourism Administration (中国国家旅游局) 简称 CNTA, 成立于 1964 年。</p>

第二章 旅游者 (The Tourist)

知识点名称	内容
国际游客★★★	An international tourist is defined as anyone visiting a country, other than that which is his usual place of residence, for more than 24 hours . 国际游客 是指任何一个在非他通常的居住地的国家停留 超过 24 小时的人。
国际短程旅游者★★★	An excursionist is an individual traveling for pleasure who visits another country for less than 24 hours. 国际短程旅游者 指的是为消遣而到另一国作短暂旅游且逗留时间 不超过 24 小时的游客。
过境旅游者★★★	IUOTO defined transit travelers as those individuals who pass through a country without stopping, regardless of the time they spend in the country or as those individuals who travel through a country in less than 24 hours and make only brief, nontourism stops. 国际官方旅游组织联盟对过境旅游者下了定义, 认为过境旅游者是指那些途经一国而未做停留的人, 或者是指途经一国不足 24 小时, 只进行短暂的非旅游性质的停留的旅客。
旅游者和短程游览者★★★	Travelers usually are classified into those whose travels require the use of overnight accommodation and those whose trips last less than one day. 旅客通常分为两类, 一类是需要过夜住宿的旅客, 另一类是行程不足一天的旅客。
世界旅游组织关于国内旅游定义的准则★★★★	<p>WTO urge national tourism organizations to: 世界旅游组织他们督促各国的旅游组织:</p> <p>1. Include both citizens and foreign nationals in their country as domestic travelers. 把本国公民和在本国的外国侨民都列为国内旅游者。</p> <p>2. Exclude travel associated with the pursuit of employment, such as commuting. 不包括与就业有关的旅行, 比如上下班。</p> <p>3. Make a distinction between extended or permanent migration or travel. 区分长期移民或永久移民与短期移民或旅行者。</p> <p>4. Make a further distinction between stays of more than 24 hours (or overnight) and less than 24 hours (or not involving). 进一步划分逗留超过 24 小时 (或过夜) 和逗</p>

	<p>留不足 24 小时（或不过夜）的区别。</p> <p>5. The WTO defines a domestic excursionist is a visitor traveling in his country of residence for any of the reasons given for tourists, but who stays less than 24 hours at the destination.</p> <p>世界旅游组织将国内短途旅行者定义为在其居住国旅行，但在目的地停留时间少于 24 小时的游客。</p>
实现旅游活动的条件★★★	<p>The main factors that give rise to tourism are as follows: increases in net discretionary incomes, improved educational standards, increased leisure time, improved transport and the promotional and marketing activities.产生旅游的主要因素如下：可随意支配的净收入的增加；受教育水平的提高；闲暇时间的增多；交通条件的改善和促销活动。</p>
需求和愿望之间的关系★★★★	<p>The difference between a need and a want is one of awareness.需求和愿望的区别是一种意识上的差别。It is the task of the people in marketing to transform needs into wants by making the individual aware of his or her need deficiencies. 旅游宣传促销人员要做的工作就是通过使人们意识到自己的需求不足，促使人们把需求转化为愿望一个人。Although a person may want satisfaction for a need or needs,no action will be taken until that person is motivated.虽然可能会有一种或多种需求，但是只有当他产生动机后，他才会有所行动。Motivation occurs when an individual wants to satisfy a need.当一个人想要满足某种需求时，动机就产生了。</p>
马斯洛的需求理论★★	<p>Maslow's needs are arranged in a hierarchy: physiological, safety,belonging and love, esteem and self-actualization.马斯洛提出的需求层次如下：生理的需求；安全的需求；归属和爱的需求；尊重的需求；自我实现的需求。They hierarchy suggests that lower needs demand more immediate attention and satisfaction before a person turns to the satisfaction of higher-level needs.以上需求层次表明，人只有在较低层次的需求得到满足后，才会向较高层次的需求发展。To this original list two intellectual needs were added:to know and understand, and aesthetics.另外，还增加了智能需求：认知和了解的需求；美的需求。</p>
旅游者的类型★	<p>1. Rest and relaxation (休息和消遣) 2. Cultural visits (文化旅游) 3. Educational visits (教育旅游) 4. Exotic and unusual holidays (猎奇旅游) 5. Travel as a norm of behavior (旅游作为一种行为标准)</p>
商务旅游★★★	<p>影响商务旅游决定的五点：1. Type of customer to be visited.访问客户的类型 2. Type of industry to be visited 考察工厂的类型 3. Locations of customers/industry 客户或工厂地址 4. Timing and duration of visits 计时和停留时间 5. Reason or need for visit 参观的原因或需求。</p> <p>Business travel tends to be price inelastic and non-seasonal.It is often big-city orientated.商务旅游趋向于无价格弹性、无季节性，而且目的地通常为大城市。</p>
英国的商务旅游★★★	<p>The British and Japanese tend to be in the upper end of the business travel. 英国人和日本人往往商务旅行的次数相对于其他国家的人来说更多。Britain, with an international or export-orientated business activity was in the upper end of these figures.英国因其国际商务或出口业务活动在旅行方面名列前茅。</p>

第三章 旅行社 (The Travel Agency)

知识点名称	内容
旅行代理商	The main role of the travel agent is to provide a convenient location for the purchase of

的职责★★★	travel.旅行代理商的主要职责是为购买旅游服务提供 方便 的场所。
旅行代理商的服务范围★	The range of products that an agent will choose to offer will vary, not only on the basis of the commission each earns but also depending upon the demand in an area, the degree of specialisation of the agency and the preferences and marketing policies of the proprietor. 代理商选择提供的产品范围各不相同,这不仅基于各代理商所获取的佣金,也取决于地区需求、代理商的专业化程度以及经营者的偏爱和市场营销策略。
旅行代理成功的两个因素★★★★	The two factors which are important in the agency's success are good management and good service .旅行社要想成功,两个因素很重要,即 良好的经营管理和服务 。
计算机技术的影响★★	Computers offer great promise for agents, so they also pose a serious threat .计算机给旅游代理商带来了极大的 希望 ,也给他们以严重的 威胁 。
旅游宣传册的重要作用★★★	The tour brochure is a vital marketing tool , being the main influence on the customer's decision to buy.旅行宣传册是重要的 市场营销工具 ,它对顾客是否决定购买旅游产品起主要的影响作用。
宣传册的设计和格式★	The purposes the brochure serves will dictate its design and format. 宣传册服务的目的应 指导 它的设计和格式。Package tour brochures fall into three categories: shell folders, umbrella brochures and regular tour brochures .包价旅行的宣传册可分为三种类型: 硬面折叠式小册子、伞式宣传册和普通旅游宣传册 。The brochure becomes the principal means of both informing them about the product and persuading them to purchase it . 宣传册成为向顾客介绍这种产品和说服他们购买这种产品的主要手段。The first task of a brochure is to attract attention .旅游宣传册的首要作用是 吸引注意力 。
宣传册中应包含的信息★	1. The name of the firm responsible for the inclusive tour.负责包价旅游的公司的名称。2.The means of transport .采用的 交通方式 。3.Full details of destinations, itinerary and times of travel.目的地、旅行路线及时间安排的详细情况。4.The duration of each tour.旅行持续的时间。5.Full description of the location and type of accommodation provided, including any meals.对旅游景点及所提供食宿(包括每一餐)类型的全面描述。6.Whether services of a representative are available abroad.到国外后公司代理是否还提供服务。7.A clear indication of the price for each tour, with any extras charged clearly shown on the same page.清晰地标明每次旅行的价格,将额外收费清晰地写在同一页上。8.Exact details of special arrangements.特殊安排的确切情况。9.Full conditions of booking, including details of cancellation conditions.预定的全部条件,包括取消条件的细节。10.Details of any optional or compulsory insurance coverage.关于可选及必选保险范围的细节。11.Details of documentation required for travel to the destinations featured, and any health hazards or inoculations recommended.去特色景点旅行社所需证件、危机健康的风险和推荐使用的预防注射的细节。

第四章 交通 (Transportation)

知识点名称	内容
乘飞机旅行的优势★★★ ★	Safe、comfortable、rapid and cheap.安全、舒适、快捷而且便宜。
大众航空旅行发展的因	1. Enormous growth of aviation technology.航空技术的 巨大发展 。 2. The enterprise and creativity demonstrated both by air transport management and

素★★★	other entrepreneurs in the tourism industry.航空运输管理人员和旅游业其他企业家表现出来的失业进取心和创造力。
航空业发展史上有重要意义的飞机★★★	在航空业发展史上有重要意义的飞机有： The first commercial jet called Comet, coming into service in the early 1950s （20世纪50年代早期投入使用的第一架商用喷气式飞机彗星号）； the Boeing 747, coming into service in 1970 （1970年投入使用的波音747飞机）； the Boeing 757 introduced in the early 1980s （20世纪80年代早期投入使用的波音757飞机）； short take-off and landing (STOL) aircraft during the 1980s （20世纪80年代的短跑道起降飞机）。
航空客运服务的三种类型★★★	1. scheduled services（定期客运服务）.Scheduled services operate on defined routes, domestic or international, for which licence have been granted by the government or governments concerned.定期客运服务在国内或国际的既定航线上运行，并且得到有关政府的许可。2. nonscheduled or charter services（不定期客运或包机服务）.It do not operate according to published timetables, nor are they advertised or promoted by the airplanes themselves.与定期客运服务相比，包机服务不按照既定的时间表运行，他们也不通过航空公司大肆宣传或搞促销。3. air taxi services（出租飞机服务）.They offer the advantages and flexibility；routing can be tailor-made for passengers, and small airfields close to a company's office or factory can be used.它们提供方便灵活的服务，航线可为乘客特别制定，而且可以利用接近公司办公室或工厂的小型飞机场。
交通工具的选择★★★★	1. Travel by train（火车旅行）.Amtrak（美国国家铁路客运公司）began its operations in May 1971 , and it was intended to be a profit-making corporation.美国国家铁路客运公司于 1971年5月 开始运行，旨在成为一家盈利性公司。 优势： safety ,ability to look out of train and see interesting things enroute, ability to get up and walk around, arriving at the destination rested and relaxed, and personal comfort.安全性好，能从火车上观看沿途趣事，能站起来并四处行走，轻松、愉快地到达目的地，舒适。劣势：slowness in reaching the destination,relatively inflexible departure times, and a lack of quality in food service. 到达目的地速度太慢，出发时间相对不灵活，餐饮服务质量不高。 2. Travel by water（轮船旅行）.现在水上运输的两种主要作用—— ferrying and cruising（渡运和巡游） 。巡游根据时间的长短（ the duration of the trips ），分为三种主要类型： short cruises（短程巡游）, intermediate-length cruises（中程巡游） and long cruises（长途巡游） .Short cruises（短程巡游）appear to be gaining in popularity as they require less vacation time and are less expensive .短程旅游似乎更加盛行一些，因为他们时间短，费用也不是很高。The ship remains an important passenger transportation mode in its role as a ferry service.轮船的渡运功能使其目前仍是一种非常重要的客运方式。 3. Travel by automobile（汽车旅行）.The advent of the automobile spread the benefits of tourism more widely and provided more and more people with the means to travel individually or in private, small groups.汽车的诞生进一步扩大了旅游的便利条件，为越来越多的人提供了单独旅行或私人、小规模旅行的工具。 4. Travel by bus/motor coach（公共汽车旅行） 5. Travel by ship did in fact precede travel by train, but it was not until the mid-nineteenth century that travel by ocean liner began to show its greatest prominence.事实上，乘船旅行先于乘火车旅行，但直到十九世纪中叶，远洋班轮

旅行才开始显示出其最显著的地位。

第五章 饭店业 (The Hotel Industry)

知识点名称	内容
早期客栈★★★	An important turning point in the history of hospitality occurred in 1282. In that year, a group of innkeepers in Florence, Italy, was incorporated as a guild and licensed to sell wine. 1282 年, 意大利佛罗伦萨市的一批客栈老板联合组成行会, 他们还被批准出售酒类。这是饭店业历史上的一个 重要转折点 。
英国客栈的特点★★	English inns gained a reputation for cleanliness and comfort. 英国的饭店以干净、舒适而享有良好的 声誉 。
特里蒙特旅馆★★	Boston's 170-room Tremont House , which opened in 1829, can be identified as the first modern first-class hotel. It was the largest building in the United States at the time. 建立于 1829 年的波士顿 特里蒙特旅馆 , 拥有 170 间客房, 堪称第一座 现代化 的一流饭店。
铁路对饭店业的影响★	The extension of the United States railroad system had an enormous impact on the hotel industry. 美国铁路系统的发展对饭店业有着 巨大 的影响。
埃尔斯沃斯·斯塔特勒★★	He opened his first hotel - the Buffalo Statler - in 1908. 他于 1908 年开办了他的 第一家 饭店—— 巴法罗·斯塔特勒饭店 。
连锁酒店的名字★★★★	Statler (斯塔特勒酒店), Hilton Hotels (希尔顿酒店公司), Sheraton (喜来登酒店公司), Holiday Inn (假日旅馆公司), Intercontinental (洲际酒店公司), Hyatt International (凯悦国际酒店公司), Westin (威斯汀酒店公司), Marriott (马里奥特公司), Ramada (华美达公司), Trusthouse Frode (英国信任之家福特集团公司), Meridien (法国子午线酒店公司), Four Seasons (加拿大四季酒店公司), Regent International (香港丽晶国际酒店公司), and IBIS (法国雅高酒店公司)。
假日酒店公司★★★★	Holiday Inn is the largest lodging chain in the world. 假日酒店公司 是当今世界上 最大的连锁酒店 。Holiday Inn pioneered innovations that were revolutionary for the times but which subsequently became standards for chain operations. 度假酒店开创了时代革命性的创新, 后来成为连锁经营酒店的标准。
饭店的组织结构★	<p>总经理 The general manager——Today the successful general manager is a highly trained person, capable of directing a complex business enterprise. 如今, 一个成功的总经理是经过高级培训、有能力管理一个复杂的商业公司的人。The general manager is the person responsible for the overall operation of the hotel. 总经理是酒店整体运营的负责人。</p> <p>四种主要的员工类型</p> <p>The management policy-making and -implementing team. 管理政策的制定及贯彻执行团队。</p> <p>Subdepartment heads 分部门领导</p> <p>Assitant department heads 助理部门领导</p> <p>General staff and operating personnel 一般职员及操作职员。</p> <p>六个主要部门</p> <p>Room department, food and beverage department, engineering department, sales department, personnel department, and accounting department. 客房部、餐饮部、工程部、销售部、人事部和财务部。</p>

第六章 旅游业的影响 (The Impact of Tourism)

知识点名称	内容
旅游业对经济的影响★★★	<p>Income (收入) The creation of income from tourism is closely bound up with employment. Income in general comes from wages and salaries, interest, rent and profits. 旅游收入的产生和就业是紧密相连的。收入主要来自薪金和工资、利息、租金和红利。</p> <p>Employment (就业) Tourism creates employment. 旅游业可创造就业机会。</p> <p>Balance of payments (收支平衡) The total value of receipts minus payments during a year is the balance of payments on the tourism account. This is part of the country's whole invisible balance, which will include transport, banking, insurance and similar services. 一年中收入的总值减去支付的总值就是旅游账目的收支平衡。这只是一个国家总的无形收支的一部分，它包括运输业、银行业、保险业以及类似的服务项目。</p> <p>Investment and development (投资和发展) Good business and income levels are two factors which can draw more investment. 优良的经营项目和经济收入水平是吸引更多投资的两个因素。</p>
旅游业的重要性★★★	<p>Tourism contributes to both preservation and development of the world's cultural heritage. 旅游业既有利于世界文化遗产的保护，又有利于世界文化遗产的开发。</p> <p>Tourism has the potential to help bridge the psychological and cultural distances that separate people. 旅游业有潜力帮助弥合人与人之间的心理和文化距离。</p> <p>In the ideal situation, tourism enhances awareness, knowledge and ultimately understanding between nations. 在理想的情况下，旅游可以提高国家间的了解，认知和最终理解。</p>
旅游业对社会与文化的影响★	<p>Increases in thefts or muggings (盗窃和抢劫的增加)</p> <p>Prostitution and organized crime (卖淫和有组织的犯罪)</p> <p>The adoption of tourists' dress or fashion (吸收游客们的衣着式样或时尚)</p> <p>An increase in the breakdown of marriages and in divorce. (婚姻解体和离婚的增加)</p> <p>The problem of interaction between hosts and tourists (东道国和游客们的交流问题)</p> <p>"Staged authenticity" of the local culture (当地文化的“造作的真实”)</p> <p>The loss of cultural treasures from a country (当地国家文化宝藏的流失) —— With the constraints of time and place, the tourist demands instant culture. 由于时间和地点的限制，旅游者需要文化快餐。</p> <p>The mass production of poorly crafted works. (粗制滥造工艺品的大批量生产)</p> <p>The freezing of art styles (艺术品风格的冻结封存)</p>
旅游对环境的影响★	<p>Various forms of pollution (各种形式的污染) A proliferation of directional signs or promotional material can reduce the visual appeal of a resort. 大量的方向性标志或宣传材料会降低度假胜地的视觉吸引力。Many mass tourism resort destinations suffer from litter, giving the landscape an unclean and untidy appearance. 许多大型旅游度假胜地都充斥着垃圾，使得旅游景点不整洁不干净。</p> <p>River bank erosion (河岸侵蚀)</p> <p>The problem of congestion (交通拥挤问题) —— 三方面 The physical capacity (物理承载力), The psychological capacity (心理承载力), The ecological capacity (生态承载力)</p>

	“Souvenir-collecting” is now seen as a threat to the ecological balance of a region. “纪念品收集”现在被视为对一个地区生态平衡的威胁。
旅游与环境 的相互关系 ★★	A high quality of the environment is essential for tourism; on the other hand, the quality of the environment is threatened by tourist development. 高质量的环境对旅游业是 至关重要的 , 另一方面, 旅游发展本身也会 威胁到 环境的质量。

第七章 中国旅游 (Tourism in China)

知识点名称	内容
旅游资源在旅游业发展中的作用★★	The role of resources is essential to tourism development. 旅游资源对旅游业的发展是 至关重要的 . The entire tourism industry rests on a base of natural resources . 整个旅游业就是以 自然资源 为基础的。Researchers have found that spatial variations of tourism are closely linked to the availability, accessibility and the nature of tourism resources. 研究者发现, 旅游的空间变化是与旅游资源的有效性、可用性及自然特性紧密相连的。Resources are a fundamental component in the development of tourism. 旅游资源在旅游业的发展中起着 最根本 的作用。
中国的自然旅游资源★	The vast size and the varied geography provide China with beautiful landscapes and a dazzling array of natural and scenic wonders. 幅员辽阔, 地貌多样, 为中国提供了美丽的 自然景观 和令人眼花缭乱的自然景观奇观。Caves have always been the highlights of China's natural tourism resources. 洞穴一直是中国自然旅游资源中 重要的部分 。The Forbidden City is the largest ancient architectural complex still standing in China. 紫禁城 是中国最大的古建筑群。
中国的人文旅游资源★	With 56 ethnic nationalities, China has a great diversity of cultural tradition. 中国有56个少数民族, 文化传统比较 多元化 。
国际旅游与国内旅游★★	To improve their national economy, the governments of many developing nations give priority in their strategic tourism planning to the development of international tourism, because it generates badly-needed hard currency . 为提高国民经济, 许多发展中国家的政府在其旅游战略规划中优先考虑发展国际旅游, 因为这样可以产生急需的 硬通货 。The development of domestic tourism is a necessary foundation for the development of outbound international travel. For the domestic markets outbound international tourism is an extension of domestic tourism. 国内旅游的发展是出境旅游发展的一个必要 基础 。对国内市场来说, 出境旅游是国内旅游的延伸。
中国国内旅游的发展状况★	Modern tourism in China began in the 1920s. The first travel agencies were established in Shanghai in 1923. 中国的现代旅游业始于20世纪20年代。第一家旅行社于1923年建于上海。
经济社会文化影响★★	1. The development of the domestic tourism industry creates employment opportunities . 国内旅游业的发展创造了 就业机会 . 2. The tourism industry is highly fragmented . 旅游业是 高度分散式 的。The development of China's domestic tourism industry has impacts on a variety of services, including food services, lodging accommodations, transportation, telecommunication, and shopping facilities. 中国国内旅游业的发展对多种服务业都产生了影响, 包括食品服务、住宿服务、交通、通讯和购物设施。 3. The Chinese government considers the development of the domestic tourism industry as a very important means of withdrawing currency from circulation. 中国

	<p>政府把发展国内旅游业看作一种回笼货币的重要手段。</p> <p>4. China's domestic tourism industry promotes the development of local cottage industries that produce handicrafts and tourist souvenirs. 中国国内旅游业促进了当地以生产手工艺品和旅游纪念品为主的家庭手工业的发展。</p> <p>5. With 56 ethnic nationalities, China has a great diversity of cultural traditions. 中国有 56 个民族，具有众多不同的传统文化。</p>
未来前景★★	<p>国内旅游服务部门在设计和推销旅游产品时需要考虑五个方面：</p> <p>Sightseeing tours will be the primary tour product for the domestic tourist market. 观光旅游将是国内旅游市场的主导旅游产品。</p> <p>Short distance tour products 短距离的旅游产品</p> <p>Special interest and special events travel 开发一些特别兴趣和特别活动的旅游</p> <p>Regional cooperation in tourism development needs to be strengthened. 要加强旅游发展中的地区合作。</p> <p>As the domestic tourism industry matures, competition will become increasingly intense. Marketing and promotion will be key operating factors in managing a successful domestic travel service. 随着国内旅游业的成熟，竞争将会变得日益激烈。市场营销和推广将会是管理一个成功的国内旅行服务机构的关键因素。</p>
中国旅游业： 机遇、挑战与 策略★★	<p>Ecotourism is one of the most rapidly growing form of specialized travel in the West, with central American countries, such as Costa Rica, being the principal destinations at present. 在西方和一些像哥斯达黎加一样目前是主要旅游点的中美国家，发展生态旅游是最迅速的专业旅游形式之一。</p> <p>The removal of barriers to trade and travel will definitely enhance China's position as a country for financial investment, international business, and business and leisure travel. 消除贸易和旅游壁垒，必将提升中国在金融投资、国际商务、商务和休闲旅游方面的地位。</p> <p>Therefore China faces both opportunities and challenges in developing its tourism to a higher level. 我国在促进旅游业进一步发展的过程中，既有机遇也有挑战。</p> <p>Travel and tourism has become a strategic industry in China's development toward a "socialist market economy". 旅游业已成为中国向“社会主义市场经济”发展的战略性产业。</p> <p>Domestic tourism presents the greatest challenge for China's transportation systems and management of tourist attractions. 国内旅游业对中国的交通系统和旅游景区的管理提出了最大的挑战。</p>