

Lesson 13 The Economic Effects of Tourism

学习目的和要求

了解旅游对经济收入、就业、收支平衡及投资和发展四个方面的影响。

学习要点

1. Income

The area from which the creation of income comes

The way tourism creates income

Taxation on tourism activities

Tourism income multiplier (TIM)

2. Employment

Tourism creates employment

The multiplier works for employment

Less jobs have been lost through technological change

3. Balance of payments

Tourism may have a major influence on a country's balance of payments

The balance of payments on the tourism account

The steps to maximize the tourist receipts

4. Investment

An accelerator concept

Conditions for drawing investment

重点知识讲解

1. The way tourism creates income ★

知识点解读: Tourism can create many job opportunities, which makes many people have work so that they can receive salary from the tourist agencies and hotels etc. The higher the amount of labor employed, the greater the income generated.

2. The way tourism creates jobs★

知识点解读: Tourism creates employment. Some jobs are found in travel agencies, tour operators and other intermediaries supplying services in the generating areas, but many jobs are created in the tourist destinations themselves, ranging from hotel staff to deck-chair attendants, from excursion booking clerks to cleaners in the stately homes open to the public.

3. Conditions for drawing more investment★

知识点解读: Good business and income levels are two factors which can draw more investment. Because of the success of business, businessmen and government agencies may be influenced to invest even more in that area and this is known by economists as an accelerator concept.

4. Multipliers

知识点解读: Multipliers are well-known to economists as a means of estimating how much extra income is produced in an economy as a result of the initial spending or injection of cash.

5. The steps to maximize the tourist receipts

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知识点解读: Incoming tourists in various countries are actively encouraged by the development of new attractions, promotions, specially subsidized exchange rates and other measures, most governments also try to keep their own residents within the country, either by promotions, taxation on outgoing tourists, limitation on foreign exchange availability, or refusal to grant exit permits. These attempts to make tourists buy the domestic product instead of going abroad are form of import substitution.

常用短语

1. be bound up with 有赖于, 与...有关系
2. impose on 征税, 把...强加于
3. be similar to 与...相似
4. owing to 因为, 由于

旅游术语

balance of payments with the outside world

labor-intensive industry

VAT(value added tax)

national income

Tourism Income Multiplier (TIM)

generating areas

invisibles

subsidized exchange rates

refusal to grant exit permits

incoming tourism

the balance of payments on the tourism account

closely bound up with

a buoyant level of tourism

Kurtaxe

extras

a leakage

balance of payments

invisible receipt

a net deficit

an accelerator concept

例题讲解

Passage translation

As well as income, tourism creates employment. Some jobs are found in travel agencies, tour operators and other intermediaries supplying services in the generating areas, but the bulk of jobs are created in the tourist destinations themselves, ranging from hotel staff to deck-chair attendants, from excursion booking clerks to cleaners in the stately homes open to the public.

A very large number of these jobs are seasonal so that tourism's contribution to full-time employment is considerably less than its contribution to "job-hours". While this is a criticism of the industry in economic terms, and one that has resulted in many millions of pounds being spent in an attempt to lengthen the tourist season, once again one must remember that many of these jobs are being created in areas where there would be few alternative employment opportunities. Tourism is therefore relatively beneficial.

Lesson 14 The Sociocultural Effects of Tourism

学习目的和要求

更多自考(真题模考软件、笔记等)课程, 请访问官网: www.ikaoti.cn/shop

了解旅游业的意义及其对社会与文化的冲击

学习要点

1. Significance of tourism
 - Political significance
 - Educational significance
 - Cultural significance
 - Economic significance
 - Social significance
 - The 21st UN General Assembly
2. The sociocultural impacts of tourism
 - Increases in thefts or muggings
 - Prostitution and organized crime
 - The adoption of tourists' dress or fashion
 - The adoption of tourists' values
 - An increase in the breakdown of marriages and in divorce
 - The problem of interaction between hosts and tourists
 - "Staged authenticity" of the local culture
 - The loss of cultural treasures from a country
 - The mass production of poorly crafted works
 - The freezing of art styles

重点知识讲解

1. Significance of tourism

知识点解读: Tourism is very important and useful in our daily life as well as in many other areas. Through travel, people are finding friends in every corner of the earth; finding common bonds with the rest of humanity and spreading messages of hope for a peaceful world. Tourism contributes to both preservation and development of the world's cultural heritage. It can also help to bridge the psychological and cultural distances that separate people of different races, colors, religions and stages of social and economic development. }

2. Social problem caused by tourism to a region

知识点解读: Tourism can have bad effect on a region. For example, the deep-rooted cultural tradition will change as a result of the impact of these tourists from a country which has the different cultural values. It will also cause the change of the local language. Many new words will be coined into the native language.

3. The sociocultural impacts of tourism

知识点解读: It includes as follows: increases in thefts or muggings; prostitution and organized crime; the adoption of tourists' dress or fashion; the adoption of tourists' values; an increase in the breakdown of marriages and in divorce; the problem of interaction between hosts and tourists; "Staged authenticity" of the local culture; the loss of cultural treasures from a country; the mass production of poorly crafted works; the freezing of art styles.

常用短语

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1. stem from 源于, 来自
2. involve in 使...卷入, 使介入
3. set the seal on 确认, 批准
4. be accustomed to 习惯于
5. free from 使自由, 使摆脱
6. be satisfied with 对...满意

旅游术语

a minor fiscal nuisance
lesser developed countries
cottage industries
the deep-seated traditions

the world's cultural heritage
arts and crafts
United Nations General Assembly
instant culture

例题讲解

Passage translation

However, in theory, bringing together people of different countries and backgrounds does have political and educational significance as well as the economic and social aspects. The degree achieved depends on the host countries and the ability to converse in the relevant languages.

Through travel, people are finding friends in every corner of the earth, finding common bonds with the rest of humanity and spreading messages of hope for a peaceful world.

Tourism, properly designed and developed, has the potential to help bridge the psychological and cultural distances that separate people of diverse races, colors, religions and stages of social and economic development.

Lesson 15 The Environmental Effects of Tourism

学习目的和要求

了解旅游业对环境产生的影响、环保所应采取的措施以及未来旅游业的发展前景。

学习要点

1. The environmental effects of tourism
Various forms of pollution
River bank erosion
The problem of congestion (the physical capacity, the psychological capacity and the ecological capacity of a region)
2. Planning for conservation
Measures adopted in the US and Britain
Moves by governments and private bodies
Central and regional planning
Successful examples of conservation
3. The future of tourism
Factors influencing the change in forms of travel
Forecasts for the long-term future of travel

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Forecasts for short-term changes

重点知识讲解

1. The ecological capacity of a region

知识点解读: The ecological capacity is the ability of a region to absorb tourists without destroying the balance of nature. The ecological balance of an area, which takes perhaps thousands of years to evolve to a mature, self-regulating, stable system, can be disrupted and even destroyed by a variety of tourism-related activities in a relatively short period of time.

2. Measures for the protection of tourist attractions from the impact of mass tourism

知识点解读: Because local authorities can sometimes be a partner in the despoliation, putting commercial advantage before aesthetic considerations; here central government needs to exercise final control. This can be done through building restrictions in designated areas, and through positive measures such as grants either to encourage sympathetically designed projects in keeping with the environment or to encourage development in specified areas.

3. The factors of influencing the forms of travel in the future

知识点解读: It was the changes in technology and in available energy sources that can have effect upon forms of travel in the future. }

常用短语

1. subject to 使遭受, 使接受
2. confine to 把...局限于, 把...限制于
3. deter...from 制止, 使某人决定不做某事
4. add to 增加
5. awake to 觉察到, 意识到, 领悟到
6. protect...from 保护...使其免受...

旅游术语

exhaust fumes

pleasure craft

skyscraper hotel syndrome

visual pollution

physical capacity

psychological capacity

Bermuda

August Bank Holiday

the ecological balance

cable cars

ecosystems

sand dunes

wind erosion

areas of scenic beauty

tourism boom

"high-spend" visitors

monorails operated by magnetism

inter-office computer linkups

impulse purchasing

例题讲解

Phrase translation

1. skyscraper hotel syndrome
2. wind erosion
3. 废气

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4. 缆车

Answers:

1. 摩天旅馆综合症
2. 风蚀
3. exhaust fumes
4. cable cars

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