

Chapter Seven Tourism in China

Lesson 16 An Assessment of China's Tourism Resources

学习目的和要求

了解中国旅游资源的分布以及近年来的开发情况

学习要点

1. The role of resources in tourism development
2. Natural tourism resources in China
The total land area
Geographic environment and physical landscape
“Fabled Five Mountain” and other famous peaks
Other spectacular views
3. Human tourism resources in China
Scenic localities characteristic of both natural beauty and human landscape
Ancient human construction
Social heritage and ethnic diversity
Festivals and public celebrations
Culinary arts
4. Recent developments in China's tourism resources
New challenges since the beginning of the 1990s
The establishment of national level “Tourism and Vacation Zones”
Opening of 350 new forest parks
420 nature preserves
Some of the major new tourism projects
Some cultural, historical and religious attractions
5. Conclusion
Regional differences in tourism development
Some problems that China has experienced in the area of tourism resource development

重点知识讲解

1. The role of resources in China's tourism development★

知识点解读: China is endowed with a variety of tourism resources. The astonishing growth of tourism in China over the 15 years, has adequately illustrated that natural resources are a fundamental component in the development of tourism. The future prospects for China's tourism will continue to rely on its “rich and world-famous” tourism resources. In addition to the enormous economic and social changes that have taken places, China's attractiveness as a favored international tourism destination is attributed to its “5000-year-old cultural civilization, wealth of national customs and varied geography and natural scenery.”

2. Problems in China's tourism resource development★

知识点解读: The general spatial configuration of China's tourism resources in relation to the levels of tourism development has demonstrated a strong regional

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



disparity. The eastern part of the country has a highly developed tourist industry and is supported by a fast growing economy. The western part has an exceptional potential for future development.

3. “Fabled Five Mountains” in China

知识点解读: They are Shandong’ s Taishan, Shanxi’ s Hengshan, Hunan’ s Hengshan, Shanxi’ s Huashan and Henan’ s Songshan.

4. “Six Great Ancient Capitals”

知识点解读: They are Luoyang, Nanjing, Kaifeng, Hangzhou, Changan (today’ s Xi’ an), and Beijing.

5. New challenges the tourism industry encountered in China since the beginning of the 1990s.

知识点解读: China faces both opportunities and challenges in developing its tourism to a higher level. First, the international tourist market has expanded significantly. In order to meet this increasing demand, it becomes imperative for China to further explore new resources, develop new facilities, and create more opportunities. Second, a phenomenal growth in domestic tourism has occurred because of the increasing incomes of the Chinese people, so tremendous pressure exists for the rapid and extensive development of tourism resources to meet the needs of increasing numbers of domestic tourists.

6. The establishment of national level “Tourism and Vacation Zones”

知识点解读: In order to make good use of the tourism resources, China decided to establish national level “Tourism and Vacation Zones”. The State Council has approved twelve for the establishment of long-stay tourist destinations.

常用短语

1. rest on 依靠, 以…为依据
2. endow with 使…天生赋有…
3. be associated with 与…有联系
4. fascinate with 吸引
5. tend to 有…倾向; 护理

旅游术语

terra cotta warriors and horses the “Six Great Ancient Capitals”

Buddhism, Daoism, and Confucius social heritage and ethnic diversity

ethnic minority groups have family reunions

culinary arts the State Council

preferential policies nature preserves

例题讲解

Passage translation

China is truly one of the few countries in the world with such a vast territory, huge population, long-standing history, brilliant ancient civilization, stunning natural beauty, and multiethnic culture. This uniquely combined natural and cultural resource base has become a major asset for China in its effort to develop tourism.

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

Located in the southeastern part of Eurasian Continent on the western shores of the Pacific Ocean, China is the third largest country in the world with a total land area of 9.6 million square kilometers. Its geographic environment and physical landscape are enormously diverse due to the north-south differences in latitudes and the east-west variations in landform and moisture. China is a mountainous country. Hills, mountains, and plateaus cover two-thirds of the total area. The general topography descends from the high plateaus in the west to the lower-lying plains in the east.

Lesson 17 Domestic Tourism in China: Policies and Development

学习目的和要求

了解中国国内旅游的发展情况, 现阶段的特点, 对经济、社会与文化的影响及今后的发展方针、措施。

学习要点

1. Domestic tourism
 - Definition of domestic tourism
 - The factors the realization of one's desire to travel depends on
 - Prerequisite for the development of mass domestic tourism in a developing country
 - The development of all aspects of domestic and international tourism
2. Domestic tourism development in China
 - Modern tourism before the founding of the PRC
 - Tourism after 1949 and before the 1980s
 - Tourism in the 1980s
 - Tourism in the 1990s
 - The present characteristics of domestic travel and tourism in China
3. Economic and socio-cultural impacts
 - Employment opportunities
 - Impacts on a variety of services
 - Withdrawing currency from circulation
 - Promoting the development of local cottage industry
 - Strengthening local cultural traditions and bettering cultural understanding
4. Domestic tourism development measures
 - Three proposals
5. Future prospects
 - Analysis of the development of the domestic travel market in China
 - The five aspects domestic travel services should consider in designing and marketing travel products
 - Two levels of coordination and operation ensuring a successful domestic tourism industry

重点知识讲解

1. Domestic tourism ★

知识点解读: Domestic tourism consists of leisure and business travel activities

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



conducted by citizens within their own country. Domestic tourism inevitably grows in response to a country's economic development and rising living standards. Travel and tourism, as a socioeconomic behavior, is very closely related to advances in the economy and culture of a society.

2. Economic and socio-cultural impacts of China's domestic tourism ★

知识点解读:

- (1) The development of the domestic tourism industry creates employment opportunities.
- (2) The tourism industry is highly fragmented. 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.
- (3) The Chinese government considers the development of the domestic tourism industry as a very important means of withdrawing currency from circulation.
- (4) China's domestic tourism industry promotes the development of local cottage industries that produce handicrafts and tourist souvenirs.
- (5) With 56 ethnic nationalities, China has a great diversity of cultural traditions. Domestic travel has the potential to strengthen local cultural tradition and better cultural understanding among people in different parts of the country.

3. Domestic tourism development measures

知识点解读: To ensure the successful development of China's domestic tourism and better serve tourist needs, three development measures are proposed. (1) More tourism facilities need to be developed for domestic travelers. (2) There is an urgent need for the formulation of an "industry code of conduct" to protect the interests of both the tourism industry and consumers. (3) The government should strengthen measures to guide the steady growth of domestic tourism. }

常用短语

1. in response to 与...相呼应
2. give priority to 优先考虑
3. be adjacent to 与...毗邻
4. capitalize on 利用, 从...中获利
5. have an impact on 对...产生影响

旅游术语

make ends meet

burgeoning tourism industry

GNP (gross national product)

the less developed interior of the country

non-commodity currency

in the near term

long-haul domestic travel

the luxury market, the midscale market and the budget market

hard currency

the International Monetary Fund

the structure of consumer spending

all-inclusive package tours

rates of inflation

the supply and demand equilibrium

例题讲解

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

adjacent to	consist of	capitalize on
-------------	------------	---------------

1. The fire started in the building ___ the library.
2. The hotel ___ its favorable geographical position to make large profits.
3. The condominium complex ___ 24 buildings.

Answers:

1. adjacent to
2. capitalizes on
3. consists of

Lesson 18 China's Tourism: Opportunities, Challenges, and Strategies

学习目的和要求

了解当今中国旅游业的发展机遇, 存在的问题和面临的挑战以及一些相应的发展策略。

学习要点

1. Opportunities
 - An incredible diversity of landscapes and cultures
 - The fast growing economy
 - The favorable geographical position
 - The improvement of diplomatic and economic relations with neighboring countries and regions
 - Increasing tourist arrivals from American and European countries
 - Rapidly developing business environment
 - The resumption of member status in GATT (WTO)
 - The great authority of the central government
2. Challenges
 - Powerful international competition
 - The reputation of the tourist industry yet to be improved
 - Travel service management and aviation operations which are still lagging behind
 - Challenges from domestic tourism
 - A likely boom of outbound tourism
3. Strategies
 - More supporting policies favorable to the tourist industry
 - Continued building of transportation infrastructure
 - Greater effort to improve the productivity of the industry
 - Choice and adjustment to target markets
 - Greater attention to the management and protection of more accessible tourist resources
 - Better quality guest service
 - Large tourism campaigns
 - The importance of political stability

考试学习软件商城
examebook.com
QQ:593777558

重点知识讲解

1. Opportunities for further tourism development in China★

知识点解读: Opportunities for further tourism development in China are widespread, 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 much of it is self-evident. Because of an incredible diversity of landscapes and cultures stretches across the vastness of China, there is something for every type of tourist: densely crowded cities with modern skylines and hotels, agricultural villages nestled in lush tropical vegetation, nomadic horse-riders galloping across open grasslands and deserts, and snow-covered mountains offering challenging adventures. Most of the many cultures are very old and very traditional. There is great potential in China for specialized tourism, focusing on ethnic groups and environmental adventure. Further deepening of the recent economic reforms and increasing openness to the outside world will help China's economy grow faster. Internationally, China is situated in the rapidly growing Asia/Pacific realm. Both the economies and tourist travel are expected to grow faster in this region than the rest of the world.

2. Challenges that China's tourist industry faces★

知识点解读: China's tourist industry is not as effective as it could be in the face of powerful international competition. Asia as a whole sees Europe and North America as its main tourist-generating markets. All of the tourist destinations in the region vie with each other for the same markets with similar products. Although China has many advantages in its diversity of tourist resources, these may not be brought into full play due to inadequate facilities, tight transportation, inflexible business operations, ineffective promotion, and undesirable service. The reputation of China's tourist industry is less than desirable and leaves much room to improve. In fact, a clear and positive tourist image of China has yet to be truly established. Unfortunately, a successful tourist image, which embodies the diversity of tourist resources and attractions, as well as the features of the political and economic systems, cannot be established or manipulated easily.

3. Measures to improve the productivity of China's tourism industry★

知识点解读: Instead of the current policies which focus on increasing the numbers of international arrivals, greater effort should be made to improve the productivity of the industry. This can be achieved by enhancing human capital through training and education, and by introducing modern methods of management and supervision. In addition, laws, rules, and regulations governing tourism development should be initiated and developed. }

常用短语

1. bring...into full play 使某事物充分发挥作用或影响
2. participate in 参与, 参加
3. persist in 坚持
4. derive from 从...得到; 来自, 起源于
5. in line with 和...一致
6. impress upon 铭刻, 使铭记

旅游术语

densely crowded cities agricultural villages nestled in lush tropical vegetation

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

specialized tourism	ecotourism
tertiary industry	enjoy more preferential government policies
ASEAN countries	market-oriented reforms
entrepreneurial skills and ingenuity	expatriate Chinese
quick access to information	peripheral environment
management know-how	cross-border travel
certified travel counselor (CTC)	target markets
non-profit overseas offices	the drawing power
annual receipts	tourism resources

例题讲解

Phrase translation

1. quick access to information
2. expatriate Chinese
3. 非盈利性海外机构
4. 持有证书的旅游顾问

Answers:

1. 信息途径快捷
2. 海外华人
3. non-profit overseas offices
4. certified travel counselor

