



旅游英语选读

通关宝典

【内部资料】

课程介绍

一、课程性质

《旅游英语选读》是高等教育自学考试英语专业中的一门选修课。

二、考试题型

类型	题型	题量	分值	考点
选择题	单选题	15	15	书上知识点
	阅读理解	10	20	对旅游题材文章的理解
	完形填空	15	15	单词和上下文理解
非选择题	词组填空	10	10	重要词汇
	短语翻译	20	20	英译汉和汉译英
	短文翻译	2	20	英译汉
总计	六类	72	100	——

三、复习指导

1. 该资料为书上重点内容，并标注了部分考点。

2.

试题中的单选题来自于教材，大部分为书上原话，知识点多而零碎，考生复习时一定要理解记忆。

3. 章节后面都有重点词汇解释，考题中的短语翻译一般出自这部分。

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Chapter One Modern Tourism 现代旅游

Lesson 1 What is Tourism? 什么是旅游

本课学习重点

1. 了解: The importance of having a meaningful definition of tourism
2. 记忆: Four groups that participate in and are affected by tourism
3. 记忆: Definition of tourism adopted by WTO
4. 了解: Definition of tourism adopted by the United States
5. 了解: Definition of tourism adopted by Canada
6. 了解: Definition of tourism adopted by the United Kingdom
7. 了解: Definition of tourism adopted by Australia
8. 了解: Definition of tourism adopted by China

一、Four different perspectives of tourism

Four different perspectives of tourism can be identified:

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 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.
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.

Tourism is a composite(2015.10单选题) of activities, services, and industries that delivers a travel experience: transportation, accommodations, eating and drinking establishments(2015.4英译汉 – 餐饮服务机构), shops, entertainment, activity facilities, and other hospitality services available for individuals or groups that are traveling away from home. It encompasses all providers of visitor and visitor-related services. Tourism is the entire world industry of travel, hotels, transportation, and all other components, including promotion, that serves the needs and wants of travelers. Finally, tourism is the sum total of tourist expenditures within the borders of a nation or a political subdivision or a transportation-centered economic area of contiguous states or nations. This economic concept also considers the income multiplier of these tourist expenditures.

One has only to consider the multidimensional aspects of tourism and its interactions with other activities to understand why it is difficult to come up with a meaningful definition that will be universally accepted. Each of the many definitions that have arisen is aimed at fitting a special situation and serving an immediate problem, and the lack of uniform definitions has hampered study of tourism as a discipline. Development of a field depends on (1) uniform definitions, (2) description, (3) analysis, (4) prediction, and (5) control.

Modern tourism is a discipline that has only recently attracted the attention of scholars from many fields. The majority of studies have been conducted for special purposes and have used narrow operational definitions to suit particular needs of researchers or government officials; these studies have not encompassed a systems approach. Consequently, many definitions of "tourism" and "the tourist" are based on distance traveled, the length of time spent, and the purpose of the trip(2015.4单选题). This makes it difficult to gather statistical information that scholars can use to develop a database, describe the tourism phenomenon, and do analyses.

二、World Tourism Organization

TOURISM WTO has taken the concept of tourism beyond a stereotypical image of "holiday-making". The officially accepted definition is: 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." The term usual environment is intended to exclude trips within the area of usual residence and frequent and regular trips between the domicile and the workplace and other community trips of a routine character.

1. International tourism:
 - a. Inbound tourism: visits to a country by nonresidents
 - b. Outbound tourism: visits by residents of a country to another country
2. International tourism: visits by residents of a country to their own country
3. Domestic tourism: internal tourism plus inbound tourism (the tourism market of accommodation facilities and attractions within a country)
4. National tourism: internal tourism plus outbound tourism (the resident tourism market for travel agents and airlines)

三、United States

The Western Council for Travel Research in 1963 employed the term and defined a visit as occurring every time a visitor entered an area under study. The definition of tourist used by the National Tourism Resources Review Commission in 1973 was: UA tourist is one who travels away from home for a distance of at least 50 miles (one way) for business, pleasure, personal affairs, or any other purpose except to commute to work, whether he stays overnight or returns the same day." The National Travel Survey⁶ of the U.S. Travel Data Center in 1994 reports on all round-trips with a one-way route mileage of 100 miles or more, and since 1984 on all trips involving one or more nights away from home regardless of distance. Trips are included regardless of purpose, excluding only crews, students, military personnel on active duty, and commuters.

四、Canada

In Canada's international travel surveys the primary groups of travelers identified are nonresident travelers, resident travelers, and other travelers. Both nonresident and resident travelers include both same-day and business travelers. Commuters are included and are not distinguished from other same-day business travelers. Other travelers consist of immigrants, former residents, military personnel, and crews.

五、United Kingdom

The National Tourist Boards of England, Scotland, and Northern Ireland sponsor a continuous survey of internal tourism, the United Kingdom Tourism Survey (UKTS). It measures all trips away from home lasting one night or more, taken by residents for holidays, visits to friends and relatives (nonholiday), or for business, conferences, and most other purposes. In its findings the UKTS distinguishes between short (1 to 3 nights) and long (4 + nights)-duration holiday trips.

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.

六、Australia

The Australian Bureau of Industry Economics in 1979 placed length of stay and distance traveled constraints in its definition of tourist as follows: "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 twelve months."

In supporting the use of the WTO definitions, the Australian Bureau of Statistics notes that the "usual environment" 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."

七、China

In the book *Introduction to Tourism* published by the China National Tourism Administration, 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.

According to the *China Tourism Statistics Annual* published by the China National Tourism Administration, tourists are foreigners, overseas Chinese and Chinese from Hong Kong, Macao and Taiwan who come to the mainland to visit relatives or friends, spend holidays, do sightseeing, take part in the conferences or in activities connected with economy, culture, sports or religion, excluding the following eight kinds of people:

- (1) Invited guests including ministers or those superior to them and their parties;
- (2) Members of foreign embassies in China;
- (3) Foreign experts, foreign students, reporters and members of foreign business organizations who have lived in China for more than a year;
- (4) Transit tourists on international airplanes and the crew members and those who stay at the port but do not spend the night such as railway workers, ship crew members, etc;
- (5) Residents of the border area coming to China;
- (6) Overseas Chinese, and Chinese from Hong Kong, Macao and Taiwan who have come to live in the mainland;
- (7) Foreigners who have taken up residency in China and foreigners who left China have come back to live in China.
- (8) Chinese who went abroad have come back.

Tourists except those from Hong Kong, Macao and other boundary areas, usually stay more than 24 hours although the length of the stay is not taken into account in the definition.

Notes

1. leisure time —— 余暇
2. sunbathing —— 日光浴

3. a convention —— 社团、政党为某一特定目的召开的大会。

4. conference ——

比较正式的会议。常指专业性的、学术性的专门会议。通常说的国际会议使用international conference。

5. a study tour —— 考察旅游

6. wilderness —— 荒野

a wilderness park —— 天然公园

7. chairlift —— 空架滑车

8. Colorado —— 科罗拉多, 美国州名

9. the rail of a cruise ship —— 游船栏杆

10. the Caribbean —— 加勒比海

11. vital to —— 对...至关重要

12. make a profit —— 获得利润

13. jurisdictions —— 管辖区

14. the foreign exchange receipts —— 外汇收入(2015.10汉译英)

15. tax receipts —— 税收收入

16. the sum total —— 总数

17. income multiplier —— 收入乘数

18. come up with a meaningful definition that will be universally accepted ——

作出一个能被普遍接受的定义

19. narrow operational definitions —— 只限于实际操作的定义

20. database —— 数据库

21. august bodies —— 权威机构

22. the League of Nations ——

国际联盟。该组织于1919年成立于巴黎, 第二次世界大战爆发时解散。

23. the United Nations —— 联合国

24. the World Tourism Organization (WTO) —— 世界旅游组织

25. the Organization for Economic Cooperation and Development (OECD) ——
经济合作与发展组织
26. ... arriving at a consensus —— 达到统一
27. the International Conference on Travel and Tourism Statistics ——
国际旅游统计会议
28. Ottawa —— 渥太华(加拿大首都)
29. the United Nations Statistical Commission —— 联合国统计委员会
30. international tourism —— 国际旅游
31. inbound tourism —— 入境旅游
32. outbound tourism —— 出境旅游
33. internal tourism —— 境内旅游(2015.4汉译英)(一国居民在本国内旅游)
34. domestic tourism —— 国内旅游(境内旅游加上入境旅游)
35. national tourism —— 国家级旅游(境内旅游加上出境旅游)
36. The National Travel Survey —— (美国)国民旅游调查
37. the U.S. Travel Data Center —— 美国旅游资料中心
38. round trip —— 往返旅行

Lesson 2 Mass Tourism and New Tourism 大众旅游与新旅游

本课学习重点

1. 了解: The foundation of the growth of tourism to mass tourism
2. 了解: Thomas Cook
3. 记忆: The characteristics of mass tourism
4. 了解: Four conditions for mass tourism
5. 了解: New tourism and its future
6. 记忆: The characteristics of new tourism
7. 了解: Conditions for new tourism

一、The History Setting

Within modern times, the notion of tourism is closely linked to the idea of the 'Grand Tour', which spanned the 16th to 19th centuries. The Grand Tour is a tour of certain cities in Western Europe undertaken primarily, but not exclusively for education and pleasure. This later era of grand tourism was typified by long, expensive, 'classical', and 'romantic' visits, mainly by the British aristocracy, to France, Italy, Germany, Switzerland and the Low Countries. 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.

Complementing transportation technology was the existence of entrepreneurial talent, 'initiative', and 'organizing genius' in the person of Thomas Cook. His originality lay in his methods, his almost infinite capacity for taking trouble, his acute sense of the needs of his clients, his power of invention and his bold imagination. It has been written that 'the father of modern tourism was unquestionably Thomas Cook'.

Thomas Cook 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. If Europe had the 'hot spots' for the Grand Tourists, the opening of the Far East, India and America were the hallmarks of the Cook era. 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.

In 1862, the first true package tours were provided by Cook — all the details of transport and accommodations were pre-arranged for tourists who were, generally, of modest means.

It was in 1950 that the first package holiday built around air transport was organized. This was undertaken by Vladimir Raitz, a Russian émigré educated at the London School of Economics. His successful company, Horizon Holidays was one of the top three tour operators in Britain. By the 1960s, the package holiday business began to use air transport in a major way as Raitz's competitors, spurred on by his success, also began using the aircraft.

二、Mass Tourism

1. Introduction

Tourism was brought sharply into international focus at the end of the Second World War. Within a mere 20 years of the industry's take-off, international tourism displayed nearly all the characteristics of its manufacturing counterpart — it was mass, standardized and rigidly packaged. By the mid-1970s, tourism was being produced along assembly-line principles, similar to the automobile industry, with tourists consuming travel and leisure services in a similar robot-like and routine manner. Understanding the evolution of mass tourism, and the factors that created it, are key to understanding the industry's transformation.

2. Mass Tourism Defined

Mass tourism is a phenomenon of large-scale packaging of standardized leisure services at fixed prices for sale to a mass clientele. Mass tourism refers to key characteristics that the international tourism industry displayed during the 1960s, 1970s and 1980s. Mass tourism exists if the following conditions hold.

- 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.

Standardization and rigidity are very clear characteristics of package tours offered on a large scale. An inclusive charter tour provides the same level of transportation, accommodations, meal and transfer services to all clients who pay the same price, visit the same sun destination, sunbathe on the same beaches, sleep in the same high-rise hotels and in the same type of beds, read the same tourist brochures, visit the same sites, stay the same length of time, take the same kinds of photographs, and even buy the same souvenirs.

3. The Evolution of Mass Tourism

Mass tourism is a product of the late 1960s and early 1970s(2015.10单选题). Several factors came together to create mass tourism.

None of these conditions on its own could have produced mass, standardized and rigidly packaged (MSRP) tourism. However, the combination of these factors, together with the timing of their respective developments, provided both necessary and sufficient conditions for MSRP tourism to take off.

三、New Tourism

1. Introduction

Old tourism was the logical outcome of key social and economic influences. Mimicking mass production in the manufacturing sector, mass tourism became best practice. Today, mass tourism is no longer a common sense. The industry is in crisis as it searches for a new way.

International tourism is undergoing rapid transition to a new industry best practice. A new tourism is emerging — a tourism characterized by flexible, segmented and environmentally conscious holidays. Production and management practices of market segmentation, diagonal integration, customized services for large numbers of travelers and innovation, are increasingly common sense for best productivity and increased profit.

One of the best ways of describing the transformation from the old tourism to the new, is to compare the forces that gave rise to the old tourism with those giving rise to the new tourism. Five main impulses driving the new tourism are identified and examined. These are:

* new consumers;

- * new technologies;
- * new production practices;
- * new management techniques; and
- * changes in the industry's frame conditions.

New consumers and new technologies are especially important forces driving the new tourism: new consumers are dictating the pace and direction of changes in the industry; while technology provides the flexibility to move with the market.

2. New Tourism Defined

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. New tourism refers to key emerging characteristics of the tourism industry. New tourism exists if the following conditions hold:

(1) The holiday is flexible and can be purchased at prices that are competitive with mass-produced holidays.

(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.

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). (2015.4单选题) IT creates the flexibility to satisfy changing consumer needs at prices that are cost-competitive with mass-produced holidays. This practice is fundamentally different from the old paradigm low-cost holidays were only possible within the confines of mass production, standardization and rigid packaging.

Information and communication technologies also allow producers to segment their markets and to match production more closely with the changing needs of their clients.

As a new global best practice of flexible production takes hold, the travel and leisure sector will rapidly out-pace the manufacturing sector in adopting flexible production. Tourism will be a clear leader in the pack.

The marketing of the new tourism is also different from the old. In the old tourism, producers sold identical products to homogeneous groups of tourists. In the new tourism there will be greater levels of market segmentation where travel and leisure services will increasingly cater to specific lifestyle characteristics of the new consumers. Marketing will be focused on the individual consumers, rather than on groups of undefined tourists.

Notes

1. harks back to —— 可追溯到, 开始于

2. Alexander the Great —— 亚历山大大帝

3. the 'Grand Tour' —— 大旅游。指到欧洲各大城市的旅游

4. span —— 持续

5. Low Countries —— 低地国家(荷兰、比利时、卢森堡的总称)

6. Thomas Cook —— 托马斯·库克

7. 1 year after the Battle of Waterloo ended the Napoleonic wars ——
滑铁卢战斗结束了拿破仑战争一年以后

8. Schumpeter ——

熊彼得, 原为奥地利人,后加入美国籍。曾任奥地利财政部长, 德国波恩大学和美国哈佛大学教授。建立静态经济学和动态经济学两个体系。

9. Luxor —— 卢克索(埃及中东部城市)

10. package tours (2015.4英译汉)—— 包价旅游

11. who were, generally, of modest means —— 这些人总的来说经济状况一般

12. fray —— 竞争

13. Thomas Cook and Son —— 托马斯·库克父子公司。成立于1865年。

14. was equated with —— 相等

15. Vladimir Raitz —— 弗拉基米尔·雷兹

16. purchasing power —— 购买力

17. coupled with —— 外加, 加上

18. paid holidays —— 带薪假日

19. mass tourism —— 大众旅游

20. mass, standardized and rigidly packaged —— 大众性、规范化和团体包价制

21. charter flights —— 包机航班

22. vertical and horizontal integration ——

垂直合并和水平式结合。垂直合并:即一家公司经营一个以上的生产阶段。最全面的垂

直合并是把从加工原料到制成和销售产品的各个生产阶段都包括在内。一个垂直地组织

起来的公司往往比许多只掌握一个生产阶段的公司, 能够更有效地掌握整个生产过程。

水平式结合:指在一个行业中存在着产品或服务互相竞争的情况。水平式合并的好处,主要是大规模管理、大规模买进和大规模销售降低了生产成本。

23. airline oligopolies —— 航线的寡头垄断

24. Mediterranean—— 地中海

25. market segmentation —— 市场细分

26. diagonal integration —— 斜向联合

27. customized services —— 按要求提供的服务项目

28. dominant paradigm —— 主要形式

29. more green —— 更有环境保护意识

30. takes hold —— 固定下来, 确立

31. scale economies ——

规模经济(2015.4汉译英)。这里是指生产规模达到一定程度, 而带来更大效益的经济。对一个企业来说, 随着生产的扩大, 生产单位产品的各种生产要素的消耗减少, 成本降低, 利润增加。产出最多, 消耗最小时, 是该企业的最佳经营规模。这种生产规模最经济, 叫规模经济。

32. scope economies ——

范围经济。同类产品有一个范围。一个企业同时生产同范围的多种产品, 比由许多企业分别生产这些产品要经济、合算。比如, 一个生产者同时生产小汽车和卡车, 比两个生产者分别生产小汽车和卡车更经济。因为生产小汽车和卡车的技术等是相通的。通过生产同范围的多种产品得到好处, 叫范围经济。

33. geared to —— 适应

34. tailor-made services(2015.10英译汉) —— 特别服务项目

35. at the various ports of calls —— 在不同的停靠港

36. then been exposed to the power of computers —— 受到电脑威力的影响

37. holds for old and new tourism —— 适用于旧旅游和新旅游

Lesson 3 Tourism Organizations 旅游组织

本课学习重点

1. 记忆: The full names and abbreviations of the organizations introduced
2. 记忆: The Chinese names of these organizations
3. 了解: The objectives of these organizations
4. 记忆: The international and regional international organizations China joined

一、International Organizations

1. World Tourism Organization

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), and has the following objectives:

- (1) To accelerate and enlarge the contribution of tourism (international and domestic) to peace, understanding, health, and prosperity throughout the world
- (2) To facilitate, in travel, people's access to education and culture
- (3) To raise standards of living in the less developed areas of the world by helping to provide facilities for foreign tourism and the promotion of tourist traffic to these areas
- (4) To improve the conditions of country dwellers and so to contribute to an expanding world economy
- (5) To act as an international agency of coordination and cooperation to spread tourism
- (6) To provide a service to members valuable to them in their national operations in the field of tourism
- (7) To provide a point for meeting and coordination of all tourist interests of member countries concerning both the national tourist organizations and professional sectors and organizations representing the interest of the travelers
- (8) To establish permanent liaison and consultation with the various sectors of tourist operators
- (9) To do all this in the most efficient way

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

Other activities of WTO include helping developing (2015.4单选题) countries and organizing and stimulating cooperation among all countries in technical matters affecting tourism.

2. International Air Transport Association

The International Air Transport Association (IATA) is the global organization for virtually all the international air carriers. The principal 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. This can be accomplished by a single ticket bought at a single price in one currency and valid everywhere for the same amount and quality of service. The same principles apply to the movement of freight and mail.

Resolutions of the traffic conferences of IATA standardize not only tickets but waybills, baggage checks, and other similar documents. These resolutions coordinate and unify handling and accounting procedures to permit rapid interline bookings and connections. They also create and maintain a stable pattern of international fares and rates. In effect, they permit the linking of many individual international airline routes into a single public service system.

Setting rates is the most significant part of IATA work. The need for agreement on rates among the IATA airlines is both practical and political — the fares and rates of international airlines are controlled by the governments of the individual countries that are served. Each country is absolute in its own airspace, and each country can bar or admit whom it pleases and set what conditions it likes.

IATA traffic conferences are held after governments have decided bilaterally on the exchange of rights and after each government decides individually what air carriers are going to serve its area. The IATA traffic conferences are, in effect, an important adjunct to government. Also, the rules that IATA formulates must be approved by the governments involved.

To be a member of IATA and the conferences, an airline must hold a certificate for scheduled air carriage from a government eligible for membership in the International Civil Aviation Organization (ICAO), a specialized agency of the United Nations.

IATA's travel agency accreditation services are conducted by its Passenger Network Services (PNS) Corporation.

There are three IATA traffic conferences—Western Hemisphere; Europe, Africa, and the Middle East; Asia and Australia.

3. International Civil Aviation Organization

ICAO is an organization of some 80 governments joined to promote civil aviation on a worldwide scale. This organization, established in 1944, has the following specific objectives:

- (1) To ensure the safe and orderly growth of international civil aviation throughout the world
- (2) To encourage the arts of aircraft design and operation for peaceful purposes
- (3) To encourage the development of airways, airports, and air navigation facilities for international civil aviation
- (4) To meet the needs of the people of the world for safe, regular, efficient, economical air transport
- (5) To encourage economic means to prevent unreasonable competition
- (6) To ensure that the rights of contracting countries are fully respected and that every contracting country has a fair opportunity to operate international airlines
- (7) To avoid discrimination between contracting countries
- (8) To promote safety of flight in international air navigation
- (9) To promote generally the development of all aspects of international civil aeronautics

二、Regional International Organizations

1. Organization for Economic Cooperation and Development

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

promote policies designed to (1) achieve the highest sustainable economic growth and employment and a rising standard of living in member countries while maintaining financial stability, and thus to contribute to the development of the world economy; (2) contribute to sound economic expansion in member as well as nonmember countries in the process of economic development; and (3) contribute to the expansion of world trade on a multilateral, nondiscriminatory basis in accordance with international obligations.

The Tourism Committee actively seeks standard definitions and methods for compiling tourism statistics and issues an annual report entitled Tourism Policy and International Tourism in OECD Member Countries.

2. Pacific Asia Travel Association

The Pacific Asia Travel Association (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 programs of research, development, education, and marketing. PATA has gained a reputation for outstanding accomplishment among similar world organizations.

Founded in Hawaii in 1951 to develop, promote, and facilitate travel to and among the destination areas in and bordering the Pacific Ocean, the Pacific Asia Travel Association brings together governments, airline and steamship companies, hoteliers, tour operators, travel agents, and a wide range of other tourism-related organizations.

Members exchange ideas, seek solutions to problems, and participate in shaping the future of travel in Asia and the Pacific Area. Membership totals about 2100. Since its founding, the Association has become an important source of accurate, up-to-date information for its members in the fields of marketing, development, research, education, and other travel-related activities. PATA's activities and long-range plans are examined and adjusted each year at the Association's annual conference.

Two of the more visible activities are the annual Conference and the Pacific Travel Marts. The conference, held in a member country each year, brings together up to 2 000 people who join in discussions of the current needs and problems of Pacific tourism and participate in the Association's annual business meeting. Sessions of the Conference offer selected themes to assist members in gaining a better working knowledge of tourism. The Pacific Travel Marts bring to a single location the buyers and sellers of travel who meet to negotiate contracts for future business.

三、National Organizations

1. United States Travel and Tourism Administration

The United States Travel and Tourism Administration (USTTA) is the prime government agency in the United States responsible for the promotion of tourism. USTTA was established by the National Tourism Policy Act of 1981. Its mission is to develop travel to the United States from abroad as a stimulus to economic stability, growth of the U. S. travel industry, and expanded foreign exchange earnings.

Because the act mandates tourism's importance to the nation's economic and social well-being, it is a significant step forward for the travel industry and the traveling public. The act increases federal involvement in promoting the United States as a destination for international tourists and attempts to increase cooperation between the federal government and private industry through the creation of a Travel and Tourism Advisory Board comprised of representatives of the travel industry, organized labor, the academic community, and the public interest sector.

The law sets forth 12 broad national tourism policy goals. By creating USTTA, the act upgraded the functions and status of the United States Travel Service, which was established 20 years earlier under the International Travel Act. USTTA is headed by an Under Secretary of Commerce, who reports directly to the Secretary of Commerce.

The legislation also established a Tourism Policy Council, headed by the Secretary of Commerce, that coordinates governmental policies, issues, and programs that affect tourism. It includes high-level representatives of the Office of Management and Budget and the U. S. Departments of Transportation, Interior, Labor, State, and Energy.

2. The China National Tourism Administration

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(2015.10单选题). 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.

Notes

1.

我国的旅游行业组织有(1)中国旅游协会。(2)中国旅游饭店协会。(3)中国旅游车船会。(4)中国国内旅游协会。

2. the World Tourism Organization (WTO) —— 世界旅游组织。现有

106个国家参加。我国于1983年10月正式加入世界旅游组织。

3. Madrid, Spain —— 西班牙马德里

4. access to —— 能进入, 能使用

5. tourist operators —— 旅游经营商

6. WTO concentrates on the informed promotion of tourism ——

世界旅游组织致力于发展旅游业

7. harmonize —— 协调

8. fosters settlement of international technical tourism disagreements ——

帮助解决国际旅游业中的争端

9. as an international clearinghouse for information —— 作为国际信息交换所

10. that would be of use to national tourist organizations ——

对国家级旅游组织的活动是有帮助的

11. police registration —— 出境证明(2014.10汉译英)

12. frontier formalities(2014.10英译汉) —— 边境手续

13. the International Air Transport Association (IATA) —— 国际航空运输协会。
14. air carriers —— 航空公司
15. waybills —— 运货单
16. baggage checks —— 行李票
17. an important adjunct to government —— 是政府的重要附属机构
18. accreditation services —— 审定工作
19. the International Civil Aviation Organization —— 国际民航组织, 简称 ICAO
20. contracting countries(2015.10英译汉) —— 签约国
21. the Organization for Economic Cooperation and Development (OECD) ——
经济合作与发展组织
22. in accordance with —— 根据
23. the Pacific Asia Travel Association (PATA) ——
太平洋亚洲旅行协会, 简称“太亚旅协”。

Chapter Two The Tourist 旅游者

Lesson 4 Defining the person 旅游者的定义

本课学习重点

1. 了解: The evolutions of the definition of international travel
2. 记忆: Terms and associated definitions published by the WTO in 1981
3. 记忆: WTO's guidelines for the definition of domestic tourism
4. 了解: The differences in domestic tourism definitions given by the United States, Canada and the United Kingdom

一、International Travel

For the purpose of defining and classifying international travelers, the World Tourism Organization (WTO) guidelines (WTO 1981) are perhaps the best known. These guidelines evolved out of the first recommendations made in 1937 by the Committee of Statistical Experts of the short-lived League of Nations (OECD Tourism Committee 1973). Their definition described an international tourist as anyone visiting a country, other than that which is his usual place of residence, for more than 24 hours. The Committee of Statistical Experts excluded by direct reference individuals arriving to take up work or residence, students attending schools, commuters who cross borders on their way to work, and travelers who do not stop en route through a country regardless of the length of time physically present in that country.

The International Union of Official Travel Organizations (IUOTO) resurrected and modified the Committee's definition in 1950 by including students on study tours as tourists and by specifying a new type of traveler called an international excursionist(2015.10汉译英-

国际短程游览者). An excursionist is an individual traveling for pleasure who visits another country for less than 24 hours. Also, 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.

About a decade later, another United Nations conference, the 1963 Conference on International Travel and Tourism, drew a distinction between tourists, who stayed for more than 24 hours, and visitors, who stayed for less than 24 hours. This distinction is identical to that made by IUOTO in 1950 between tourists and excursionists. Terminology referring to this distinction was examined in 1967 by an 'Expert Statistical Group' working under the United Nations Statistical Commission. They suggested that the distinction be made between tourists, who stayed overnight, and day visitors or excursionists, who did not. This latter category, according to the Group, also included those individuals previously classified as transit travelers.

A summary of the terms recommended by the WTO and the associated definitions follows:

International visitor: an individual entering a country that is not his usual place of residence and who is not:

- (1) Intending to emigrate or to obtain employment in the destination country;
- (2) Visiting in the capacity of a diplomat or a member of the armed forces;
- (3) A dependent of anyone in the above categories;
- (4) A refugee, nomad, or border worker;
- (5) Going to stay for more than one year.

but who is or may be:

- (6) Visiting for purposes of recreation, medical treatment, religious observances, family matters, sporting events, conferences, study, or transit to another country;
- (7) A crew member of a foreign vessel or aircraft stopped in the country on a lay-over;
- (8) A foreign commercial or business traveler staying for less than one year, including technicians arriving to install machinery or equipment;
- (9) An employee of international bodies on a mission lasting less than one year, or a national returning home for a temporary visit.

International visitors are to be divided into international tourists and international excursionists. International tourists: visitors who spend at least one night in accommodation in the destination(2014.10单选题) country; International excursionists: visitors who do not spend at least one night in accommodation in the destination country. These include visitors who are passengers on board cruise ships(2015.10英译汉-在游船上的乘客) who may visit the same port of call over several days but who return to the ship to sleep. Excursionists do not include in-transit passengers such as airline passengers who may touch down in a country but do not officially enter by clearing customs.

二、Domestic Travel

There has been less progress towards consensus on definitions of domestic travel than for international travel. This is a reflection of the great difference in needs and priorities of the many domestic travel industries and public agencies around the globe. While recognizing the need for flexibility in definitions for domestic tourism and the impossibility of imposing international convention on such definitions, the WTO (1981) has suggested several guidelines for domestic tourism definitions. They urge national tourism organizations to:

- (1) Include both citizens and foreign nationals in their country as domestic travelers;
- (2) Exclude travel associated with the pursuit of employment(2015.4英译汉-求职), such commuting;
- (3) Make a distinction between extended or permanent migration and short-term migration or travel;
- (4) Make a further distinction between stays of more than 24 hours (or overnight) and less than 24 hours (or not involving overnight stays).

三、World Tourism Organization

The WTO defines a domestic tourist as a traveler visiting a destination in his country of residence for at least 24 hours but less than one year for the purposes of recreation, holidays, sport, business, meetings, conventions, study, visiting friends or relatives, health, mission

work, or religion. 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.

四、United States

The National Tourism Resources Review Commission (1973) recommended that tourist refer to anyone who travels away from home for at least 80 km (50 miles) one-way for any purpose other than to commute to work, regardless of the duration of the trip.

The US Travel Data Center and the US Bureau of the Census define a visitor as anyone who travels at least 160 km (100 miles) one-way away from home, except for purposes of commuting to work, and regardless of the length of stay (Bureau of the Census 1978).

五、Canada

Statistics Canada and Tourism Canada use a minimum distance of 80 km for including a respondent in their Canada Travel Survey. These individuals are referred to simply as travelers. The Canada Travel Survey does collect information about the duration of the trip as well as whether the trip occurred as part of a vacation, so more precise distinctions can be made as an analyst desires.

Ontario uses a 40 km (25-mile) one-way distance criterion for defining a tourist (Ontario Travel Survey 198S), whereas British Columbia defines a visitor or tourist as an individual traveling away from his usual place of residence who stays away for at least one night. No specific distance is used to define 'away'. Distinctions are made between those who live in British Columbia (resident travelers) or elsewhere (non-resident travelers) and between business and pleasure travelers. British Columbia also recognizes excursionists as those individuals who travel away from their place of residence for less than one day.

六、United Kingdom

The British Tourist Authority defines a tourist trip (rather than a tourist) as a 'stay of one or more nights away from home for holiday, visits to friends or relatives, business, conferences, or any other purpose except such things as boarding education or semi-permanent employment'. Heely has argued, however, that tourist trips should not include any form of business travel but should include trips of less than 24 hours if they are away from home and are motivated by a desire for recreation. His arguments have had little effect on the collection of British tourism data, although the English Tourist Board did commission surveys in 1981 and 1982 on same-day travel for leisure.

Travelers of interest to the industry are usually classified into those whose travels require the use of overnight accommodation and those whose trips last less than one day. As can be noted in the WTO definitions, these groups are further divided into international travelers and domestic travelers. A major reason for this distinction is that most nations are especially interested in developing tourism as an export industry. Export industries promote national economic development by generating new wealth for the state, domestic tourism may be important for local or regional development, but many economists suggest it (domestic tourism)(2015.10单选题) usually has the effect of merely shifting wealth from one region to another, and not of contributing to actual net growth in the gross domestic product of a country.

A parallel distinction is sometimes made for domestic travel. Separate accounts might be kept for travel between the eight Discover America Travel Organization (DATO) travel regions in the USA and travel between states within one region.

Notes

1. evolved out of —— 从...演变而来
2. the Committee of Statistical Experts of the short - lived League Nations —— the Committee of Statistical Experts of the League Nations: 国际联盟统计专家委员会
3. excluded by direct reference —— 明确指出不包括
4. en route —— 在途中
5. the International Union of Official Travel Organizations (IUOTO) —— 国际官方旅游组织联盟(世界旅游组织的前身)
6. transit travelers —— 过境旅游者(2015.10汉译英)
7. the 1963 Conference on International Travel and Tourism —— 1963年联合国在罗马召开的国际旅游会议
8. Expert Statistical Group —— 专家统计小组
9. the United Nations Conference on Trade and Development(2014.10英译汉) —— 联合国贸易与发展大会
10. the East Caribbean Common Market —— 东加勒比共同市场
11. the Caribbean Community —— 加勒比共同体
12. in the capacity of —— 以...身份
13. a lay-over —— 短暂停留
14. Florida —— 佛罗里达(美国州名)
15. Ontario —— 安大略(加拿大省名)
16. the Netherlands —— 荷兰
17. Belgium —— 比利时

Lesson 5 Determining Factors of Tourism 实现旅游活动的条件

本课学习重点

1. 记忆: Both positive and negative factors on the demands of tourism
2. 了解: The relationship between a need and a want
3. 记忆: The role of marketing people
4. 记忆: Maslow's need theory
5. 了解: The relationship between Maslow's needs and motivations in travel literature

一、Objective Conditions of Tourism

Increases in net discretionary incomes, especially of the younger age groups, and improved educational standards increased interest in foreign lands and cultures. So the demand for tourism increased. The occupation of the head of the household, resultant promotion and the increase in the number of wives going to work also affected the growth in demand. On the other hand, the life cycle of the family can have negative effects on demand.

Increased leisure time, especially with improved incomes in the developed countries, has led to growing demand for tourism both at home and abroad and the expansion and improvement in associated facilities. For the lower income groups, the improvement in domestic facilities has allowed more people to take short-break holidays when previously they may only have been able to take their annual holidays at home and just have one- or two-day excursions to obtain a much needed change from normal circumstances.

The development of the car, associated road networks, the railways and better and more efficient aircraft offering greater comfort and safety all contributed to the better use of increasing leisure time and greater demand for tourism. However it is not only the frequency and speed of transport that is important, but also the cost of it and the other related components of tourism (accommodation and support facilities). Thus prices, frequency, speed and efficiency of transport all play a part. The faster the mode of travel and the lower the prices the more is tourism demand stimulated. More people with- limited discretionary incomes or those with limited time for travel, can indulge in tourism, domestic and international. (2014.10英译汉)

In addition, the development of bus and coach tours and railway excursions have played a (lesser) part in the growth in demand for tourism but have had their greatest impact on those with limited incomes. Long-distance, international air travel improvements, especially cheaper fares, have increased demand from the higher income groups but also extended possibilities for such holidays to the middle income and less well-off persons (especially the artisans). Finally, promotional and marketing activities have played significant roles in making people more aware of what is available(2014.10单选题) and the wide choice existing today.

二、Travel as a Need/Want Satisfier

The key to understanding tourist motivation(2015.10汉译英-旅游动机) is to see vacation travel as a satisfier of needs and wants. It is the difference between seeing a destination as a collection of plan trees and hotel rooms for the tourist and seeing it as a means for satisfying the needs and wants of tourists. It is the difference between those travel agents who see themselves as sellers of airline seats and those who view themselves as dealers in dreams.

The difference between a need and a want is one of awareness. 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.

A person needs affection, but wants to visit friends and relatives; needs esteem from others, but wants a Mediterranean cruise. In these and other situations people can be made aware, through advertisements.

Although a person may want satisfaction for a need or needs, no action will be taken until that person is motivated.

Motivation(2015.10单选题) occurs when an individual wants to satisfy a need. A motive implies action; an individual is moved to do something. Motivation theories indicate that an individual constantly strives to achieve a state of stability—a homeostasis. An individual's homeostasis is disrupted when she or he is made aware of a need deficiency. This awareness creates wants. For the individual to be motivated to satisfy a need, an objective must be present. The individual must be aware of a product or service and must perceive the purchase of that product or service as having a positive effect on satisfying the need of which she or he is now aware. Then, and only then, will the individual be motivated to buy. Again, it is the role of marketing to suggest objectives - cruises, flights, or vacations - to satisfy needs, an awareness of which has already been created.

Motives may be specific or general. A general motive would be the end objective, and a specific motive would be a means to reach that end objective. The marketing task is to convince an individual that the purchase of whatever we are selling is the best, if not the only way of satisfying that need. To the extent that we are successful in accomplishing this, an individual will be motivated to buy.

三、Maslow's Need Theory and Travel Motivations

A study of the travel literature indicates that travel motivations can fit into Maslow's hierarchy of needs model. Maslow proposed the following listing of needs arranged in a hierarchy: (2015.4单选题)

- (1) Physiological – hunger, thirst, rest, activity
- (2) Safety - security, freedom from fear and anxiety
- (3) Belonging and love - affection, giving and receiving love
- (4) Esteem - self esteem and esteem from others
- (5) Self-actualization - personal self-fulfillment

This hierarchy suggests that lower needs demand more immediate attention and satisfaction before a person turns to the satisfaction of higher-level needs.

Although the first need listed is physical, the other four are psychological. To this original list two intellectual needs were added:

- To know and understand - acquiring knowledge
- Aesthetics - appreciation of beauty

Those who say they travel "to escape" or "to relieve tension" can be seen as seeking to satisfy the basic physiological need. Passive vacationers are seen as achieving tension relief by giving in or submitting to the surrounding environment. From this submission comes the very relief of tension that will result in their returning refreshed and renewed. The active vacationer achieves tension reduction(2015.4汉译英-消除紧张) through physical activity.

Traveling for reasons of health can be interpreted as a way of attempting to satisfy one's safety needs.

The need for belonging and love relates to the desire for affection, for both giving and receiving love. The organized tour is often mentioned as a method of encouraging and satisfying this need for companionship and social interaction.

This motivation is frequently referred to as the "VFR" market – "visit friends and relatives". Part of this is the ethnic or roots market - the desire to revisit the homeland or previous residence of oneself or one's ancestors. This segment of the market tends to fall into two groups. First, there are those who were born somewhere else and desire to return to their own homeland. Second, there are those in later generations who wish to experience the land of their ancestors. However, this segment of the market tends to have a greater impact on the economy if lodging and meals are taken in hotels instead of with family.

Maslow's concept of the need for esteem breaks down into two components - that of self-esteem and that of esteem from others. The idea of self-esteem is embodied in such ideas as the need to exhibit strength, achievement, mastery, competence, and independence. Esteem from others is explained by such concepts as reputation, prestige, status, and recognition. Travel can certainly boost one's ego, both at the destination and upon one's return.

Self-actualization can, in fact, be considered the end or goal of leisure. Leisure is the state of being free from the urgent demands of lower-level needs. Vacations offer an opportunity to reevaluate and discover more about the self, to act out one's self-image as a way of modifying or correcting it.

The need to know and understand can be viewed in light of the desire for knowledge. Many people travel to learn of others' cultures. The need for aesthetics is seen in those who travel for environmental reasons — to view the scenery.

Notes

1. net discretionary incomes ——

可以随意支配的净收入, 指扣除纳税、社会消费及日常生活必须消费之后所余下的收入

2. resultant promotion —— 这里指有工作后, 职位的提升

3. Caribbean or Far East —— 加勒比海或远东

4. the life cycle of the family —— 家庭生命周期

5. accommodation and support facilities —— 住宿和其他辅助设施

6. the mode travel —— 旅行方式

7. indulge in —— 尽情享受

8. The relative proximity and easy access to resorts —— 离旅游景点较近并且进入方便

9. dealers in dreams —— 销售梦幻

10. is not interested so much in a person's needs as in how that person seeks to satisfy those needs ——

与其说对一个人的需求感兴趣, 不如说对其寻求如何满足这些需求感兴趣

11. need deficiencies —— 需求不足

12. Mediterranean —— 地中海

13. homeostasis —— 平衡

14. end objective —— 最终目标

15. layout —— 设计(城市, 花园等)

16. Maslow's hierarchy of needs model —— 马斯洛的需求层次模式

17. opt for —— 选择

18. submit to —— 服从, 听任

19. in light of —— 看作

20. the idea of prepotency —— 优先原理

Lesson 6 Types of Tourists and Their needs 旅游者类型及需求

本课学习重点

1. 记忆: Types of tourists
2. 了解: The Characteristics of rest and relaxation
3. 了解: The Characteristics of cultural visits
4. 了解: The Characteristics of educational visits
5. 了解: The Characteristics of exotic and unusual holidays
6. 了解: Business travel

一、Rest and Relaxation

Tourists seeking rest and relaxation generally will require accommodation of as good a quality and efficiency that can be expected for the price they can afford. The mode and standard of transport will also be dictated by these considerations. The resort or destination chosen will depend on the form of relaxation required. For those who want to spend most of the time lying on a warm, sunny beach (the 'sun-sea-sand set'), an appropriate coastal resort will be chosen. Those wishing to make several day trips to other towns, cities or events, the choice and quality of the excursions will help to determine the choice of resort.

Tourists who wish to see as much of the countryside as possible may elect to take a coach tour(2015.4单选题, 2014.10单选题)) staying at different places each night. The size and quality of the hotels used may be of secondary importance to the route and itinerary of the trip. Then there are others who wish to avoid the strains of one night stands, who will pick two or more resorts for their holiday. They may experiment with the hotel used at one (or all) of the destinations. Further, if the resort they wish to visit has limited accommodation facilities, the short-stay tourist might accept this, although for a longer one-resort holiday they might demand better quality and so choose a different resort. The support services in the packages will also be affected by the above considerations. (2015.4英译汉)

二、Cultural Visits

In the case of tourists interested in other cultures, the location and availability of the cultural event will determine the destination selected. In this case also the standard of accommodation will not be of prime importance. Its closeness to the event is more important. If there are no hotels within the price range the tourists can afford, then the better guest house, or even a holiday village or camp, would be acceptable.

三、Educational Visits

Tourists taking holidays for educational purposes, whether to learn something or to attain new knowledge, will choose destinations appropriate for this purpose. Again the type and standard of accommodation are of secondary importance. These holidays provide a rest of a different sort, a change of interest from people's daily lives. The support services can also be rudimentary. However those who take these holidays are prepared to make their own spare time activities such as walks in the surrounding countryside, community singing at night, concerts and so on. (2015.4单选题)

四、Exotic and Unusual Holidays

There is now a wide range of these on offer. If visits to faraway but sophisticated destinations are involved (e. g. Southeast Asia, Australia, South America) the tourists normally expect everything to be of a high standard, provided this is possible and they can afford it. If adventure holidays are concerned they will take what is available but expect it to be in character with the vacation.

五、Travel as a Norm of Behavior

Those who travel for travel's sake or because it is the done thing, will usually go for accommodation, mode of travel and activities they think appropriate to their social or job status. In instances when they cannot really afford what they see as appropriate to their status, they will save, scrimp, borrow and go into debt to be able to take that holiday.

六、Other Travelers for Pleasure

The other categories of tourists (or markets) have needs and attitudes very similar to one of the foregoing. For example, the common interest tourist will follow a similar reasoning and response as that of the cultural tourist. So also will those who travel for a religious purpose, or to shop in some new (exotic) place or to gamble at some resort such as Monte Carlo or Las Vegas.

七、Business Traveler

In the case of the business traveler, the five points (Type of customer to be visited, Type of industry to be visited, Locations of customers/industry, Timing and duration of visits, Reason or need for visit) are paramount. These influence decisions made on time and mode of travel, routes, duration of trip and destinations. The priority ascribed to each can vary. The executive whose company has encountered an unexpected development abroad will catch the first available plane and will not worry if the hotel normally used is fully booked. The next best will do. The duration of the visit will depend on what has to be done and how long it will take to persuade the visited to respond. The route may be influenced by necessity but if it is a routine trip, the executive may stick to a favored route, also carrier. Usually one executive travels alone but groups of up to six executives may go together. It depends on what has to be done at the destination. The executives who travel range from company chairmen and executive directors to technical and sales personnel. For very important purposes much larger groups may have to undertake a trip together.

Business trips are seldom one night stands though this may be the case with sales and marketing personnel. Others stay for longer periods depending on the purpose of the journey. Various surveys in industrialized countries indicate that about a quarter of all trips are of seven to ten days duration. Also, nearly a third of all those who travel for business make more than five trips a year. In the USA about 10 per cent of all trips involve up to thirty nights in a hotel. This is because executives are sent for training or on familiarization trips to factories and offices outside the executives' home bases.

Britain, with an international or export-orientated business activity was in the upper end of these figures. Executives with overseas responsibilities can make twelve or more trips a year and stay away for an average of five nights per visit. Nearly 50 per cent of them in fact undertook more than twelve trips in a year and about a quarter spent seven nights or more away from home on each journey. About 20 per cent of them made up to six trips a year but covered considerable distances involving twenty-eight days or more away from home. These were mainly visits to several important overseas markets. On the other hand the Japanese tend to exceed even these high figures, not only when traveling abroad but also in circuits of their

own country. Note also that 'business travel' includes not only overseas and home journeys by nationals of a country but also visits by foreign nationals.

Regarding accommodation, most firms have a hierarchical approach to the subject. Company chairmen (and women) and chief executives may stay only at five-star or equivalent, hotels. Other directors and general managers may be restricted to four-star establishments and so on. This is one reason why travel agents involved in business travel arrangements must have detailed knowledge of client firms, their needs and usual code of conduct in this matter.

Business travel requires individual arrangements and thus involves high costs. Within reason costs are not important. However in times of recession, or when companies are not doing too well, limits may be set by clients. With the growing internationalization of business, this form of travel is covering an ever widening sector of the world. Executives also travel more frequently (especially during times of recession when they have to fight harder for the business). They try to avoid peak holiday periods but their stay at any destination will be shorter than that for a holiday. They may or may not hire self-drive or chauffeur driven cars at important destinations but they have tended in recent years to add a short-break holiday somewhere en route. This eases the strain involved and can take advantage of any special offers hotels might be making.

So business travel tends to be price inelastic and non-seasonal. It is often big-city orientated. It is also influenced by business related attractions such as exhibitions and conferences. It has to be tailored to each executive's needs. While it involves a lot of work for the travel agent, for an agent with the right knowledge and awareness of clients' needs it can be profitable. This is even when clients drive a hard bargain(2014.10汉译英-大杀其价) on costs when several executives use the same travel agent or if the latter has some sort of agreement with the firm.

Notes:

1. in that —— 在...方面
2. the jargon of marketing —— 营销学的术语
3. be dictated by —— 取决于
4. the support services —— 辅助服务
5. cultural visit —— 文化旅游
6. be of prime importance —— 最重要的
7. Oberammergau —— 德国西南 – 旅游圣地
8. Bayreuth —— 德国巴伐利亚州一城镇。德国著名戏剧家梅格那生于此地, the

Bayreuth Festival是为纪念这位伟人每年在此地举办的戏剧节。

9. educational visits —— 教育旅游, 修学旅游
10. exotic and unusual holiday (2015.10英译汉) —— 猎奇旅游
11. on offer —— 出售, 提供
12. provided —— 如果

-
13. in character with —— 与...本质上一致
14. balanced by —— 被...所抵消
15. all and sundry —— 全部, 所有的人
16. rare flora and fauna —— 珍稀植物和动物
17. the Amazon River —— 亚马逊河
18. local color —— 地方色彩
19. is ascribed to —— 因为...造成的
20. travel for travel's sake —— 为了旅游而旅游
21. the done thing —— 合乎俗礼的事
22. the foregoing —— 前述各项
23. Monte Carlo or Las Vegas ——
蒙特卡洛(摩纳哥城市)或拉斯维加斯。世界著名赌城。
24. addicted to —— 沉溺于
25. business traveler —— 商务旅游者
26. price inelastic —— 无价格弹性
27. be tailored to each executive's needs —— 根据每个商务人员的需要提供服务

Chapter Three The Travel Agency 旅行社

Lesson 7 Travel Agents 旅行代理商

本课学习重点

1. 了解: The role of travel agents
2. 了解: Range of services
3. 记忆: Travel agency skills and functions
4. 记忆: Two factors in the agency's success
5. 了解: The impact of computer technology

一、Introduction

Most travel principals sell their products to consumers through the medium of travel agents(2015.4单选题).

The agents expanded their distribution outlets to handle the new demand for air tickets.

Only in the case of North America(2015年10月单选题), where volume of domestic travel by air is so substantial, did individual airlines establish city centre offices to deal direct with the public, and these continue to vie with agents for sales. British Airway has, in Britain, established a number of outlets in the lead city centres, but is still dependent upon travel agents for the bulk of its sales.

Historically, of course, Thomas Cook which is today best known as a retailer, originated as a tour operator, only expanding later to retail travel services. In more recent times, it was the travel agents themselves who developed the first air package tours. Today, the vast majority of airline tickets, and eight out of ten package holidays, are purchased by consumers through retail agencies.

二、The Role of Travel Agents

The travel agent's role is dissimilar to that of most other retailers, in that agents do not purchase(2014.10单选题) a product for resale to their customers. Only when a customer has decided on a travel purchase do agents approach their principal on their customer's behalf to make a purchase. The travel agent does not, therefore, carry 'stock' of travel products. This has two important implications for the business of travel distribution. First, the cost of setting up in business is comparatively small compared to that of other retail businesses, and second, agents are not seeking to dispose of products they have already purchased, so will therefore display less brand loyalty towards a particular product or company. However, in the past few years negotiations between principals and agents have led to higher commissions being paid to agents who achieve target sales, and this is causing agents to become more commercial in their approach to sales. Rather than the objective advice which customers could anticipate from an agency, it is now more common for them to be faced with a limited range of products which offer the agent the best return on sales.

Arguably, the main role of the travel agent is to provide a convenient location for the purchase of travel. At these locations they act as booking agents for holidays and travel, as well as a source of information and advice on travel services.

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. An agency that is attempting to provide a full range of services to the public would sell air tickets, cruise and ferry tickets, rail and coach transport, car hire, hotel accommodation and package tours. Ancillary services such as travel insurance, traveller's cheques and foreign exchange may also be offered, and some agents will also undertake to arrange travel documentation (such as procuring visas) for their clients. Some will even deal with theatre tickets.

三、Travel Agency Skills and Competences

It follows that, owing to the extremely competitive nature of the retail travel business, two factors become paramount if the agency is to succeed: good management and good service. Good management will ensure that costs are kept under control, that staff are motivated, and that the agency goes out actively to seek business rather than wait for it to come through the door. Good service will ensure satisfied clients, help to build a regular clientele and encourage word of mouth recommendation which will increase the local share of the market (2015.4英译汉-当地市场份额) for the agent.

The vast majority of travel agents are small, family-run businesses in which the owner acts as manager, and employs two or three members of staff. In such an agency there is little specialisation in terms of the usual division of labour, and staff will be expected to cope with all the activities normally associated with the booking of travel, which will include:

- (a) advising potential travellers on resorts, carriers, travel companies and travel facilities world-wide;
- (b) making reservations for all travel requirements;
- (c) planning itineraries of all kinds, including complex multi-stop over independent tours;
- (d) accurately computing airline and other fares;
- (e) issuing travel tickets and vouchers;
- (f) communicating by telephone and letter with travel principals and customers;
- (g) maintaining accurate files on reservations;
- (h) maintaining and displaying stocks of travel brochures; and
- (i) interceding with principals in the event of customer complaints.

In addition to product knowledge, therefore, the main skills that counter staff require will include the ability to read timetables and other data sources, to construct airline fares, to write tickets and to have sufficient knowledge of their customers to be able to match customer needs with the products available. There is also today a growing need for staff who can competently operate computers, especially computer reservations systems (CRS).

Airline CRSs increasingly include all the basic point-to-point air fares, and the ticketing function is also widely computerised so that fare quotations and ticketing skills are becoming less important for most staff than they once were. An understanding of the principles underlying the construction of fares, however, can be helpful.

四、The Impact of Computer Technology

The tourism industry is ideally suited for computer technology. It requires a system to determine availability of transport and accommodation at short notice; to make immediate

reservations, amendments or cancellations; to quote complex fares and conditions of travel; to process documents such as tickets, invoices, vouchers and itineraries rapidly. The back office also needs to process an ever-increasing amount of accounting and management information quickly. All of these functions are available today to any agent, and agents can be hard-wired to provide a direct link into the CRSs of tour operators and transport companies.

Computer systems in travel agencies are designed to offer three distinct facilities:

(a) Front office 'client relations' systems enabling a counter clerk to access principals' CRSs, check availability and make reservations.

(b) Back office systems enabling documents such as invoices, vouchers, tickets and itineraries to be issued, and accounts to be processed with principals.

(c) Management systems, producing updated figures on the company's performance to assist managers to guide and control operations.

Systems have now been developed which will provide all three facilities for even the smallest independent agent, at prices which continue to fall; or equipment can be leased to reduce capital investment and spread costs.

China International Travel Service (CITS) is the first to use computer management in China's tourism industry. CITS China information goes out via Australia's Worldlink to more than 250 000 computer terminals worldwide.

However, just as computers offer great promise for agents, so they also pose a serious threat. Information sources do not have to be restricted to agents. The possibility can no longer be ignored that such systems may soon be in place in libraries or other public places where travellers may be enabled to make their reservations direct - or indeed, by selecting from a choice of worldwide flights and hotels, to package their own tours. Technically, nothing now stands in the way of any airline establishing computer links with business houses, cutting out the business travel agent; and from there, it is a short jump to the home computer booking.

Notes

1. travel principals —— 旅游经营商, 旅游服务设施经营者
2. travel retailers —— 旅游零售商, 这里指旅行代理商
retail agencies —— 零售旅行社
3. sales outlets —— distribution outlets, 销售网点
4. when the airlines arrived on the scene —— 当航空公司出现时
5. they decided against setting up their own chain of direct sales offices —— decide
后可跟介词against, 表示“决定不...”;还可接介词on或upon, 表示“就某事做出决定”。
6. vie with —— 与...竞争
7. British Airways —— 英国航空公司
8. air fares —— 航空票价
9. source of revenue(2015.10英译汉) —— 收入来源

10. The travel agent does not, therefore, carry 'stock' of travel products. ——
所以, 旅行代理商不储存旅游产品。

11. brand loyalty —— 对某一特定品牌的忠诚、信赖

12. commissions ——
佣金。旅行代理商的收入来自被代理企业所支付的佣金, 佣金的高低因时间和所售旅行产品而异。有时代理商若完成目标销售额(target sales), 可获取更多的佣金。

13. return on sales —— 销售回报

14. look to... (for) —— 指望..., 希望(从)...得到

15. the competitive nature of retail travel is such that margins are extremely thin ——
旅游零售业竞争激烈, 利润很低

16. ATOL-holding tour operators ——
持有航空旅行组织者许可证的旅游经营商, ATOL即Air Travel Organizers' licence

17. car hire —— 小汽车出租

18. encourage word of mouth recommendation which will increase the local share of the market for the agent.

(1) word of mouth —— 口碑

word of mouth recommendation —— (旅游者的)口头宣传

(2) the local share of the market —— 当地市场份额

19. advising potential travellers on reports, carriers

(1) potential travellers —— 潜在的旅游者

(2) carriers —— 此处指交通运输公司

20. planning itineraries of all kinds, including complex multi-stopover independent tours

(1) itineraries —— (旅游)活动日程, 旅行路线

(2) multi-stopover independent tours —— 旅游中多次停留的散客旅游

21. in the event of customer complaints —— 如果旅客提出投诉

22. construct —— 制定, 确定

23. computer reservations systems (CRS) —— 计算机预订系统

24. basic point-to-point air fares —— 两地间基本航空运价

25. quotations —— n 报价

quote —— vt 报...的价;报(价)

26. Suffice to say that —— 只要说...就够了

27. back office and front office ——

这里指的是不接触顾客的部门和与顾客直接接触的部门。本文下面出现的front office system 和back office system意思是:前台办公系统和后台办公系统。

28. is ideally suited for —— 非常适合

29. availability —— 可用性, 可供性

30. conditions —— (旅游合同中)条件或服务项目

31. hard-wired —— 硬接线

32. capital investment —— 资本投资(2015.4汉译英)

33. come to terms with —— 接受

34. to package their own tours —— 组合自己的包价旅游(2014.10汉译英)

35. stands in the way of —— 阻挡

36. business travel agent —— 专门经办商务旅行的代理商

Lesson 8 The Tour Brochure 旅游宣传册

本课学习重点

1. 了解: The important role of the brochure
2. 了解: Brochure design and format
3. 了解: Package tour brochures
4. 记忆: Information required in the brochure
5. 了解: The operator's job before and during the production and printing of a brochure
6. 了解: Brochure distribution and control

一、The important role of the brochure

The tour operator's brochure is a vital marketing tool(2015.10汉译英-重要的营销工具), being the main influence on the customers decision to buy. Tourism is an intangible product which customers are obliged to purchase without having the opportunity to inspect it, and often from a base of very inadequate knowledge. In these circumstances, the brochure becomes the principal means of both informing them about the product and persuading them to purchase it. (2015.4单选题)

二、Brochure Design and Format

Larger companies will have their brochures designed and prepared either in their own advertising department, or they will coordinate the production with a design studio, often associated with the advertising agency they use. The agency will help to negotiate with printers to obtain the best quotation for producing the brochure, and will ensure that print deadlines are met. Other operators will tackle the design of the brochure themselves, and this process is being increasingly aided by computer graphic packages, which allow the operator to produce the entire contents of the brochure, including all illustrations, on an in-house computer. The computer will organise the layout, selecting the best location of text and illustrations to minimise use of space, thus helping to reduce cost. Naturally, the financial investment in the technology necessary to undertake this work is considerable.

Smaller operators who do tackle the design of the brochure themselves are best advised to use the help of an independent design studio, who can provide the professional expertise in layout, artwork and copy that are so important in the design of a professional piece of publicity material. Most printers have their own design departments which can undertake this work for their clients, but unless the company has had experience of the standards of work of their printer, they are probably better advised to approach an independent studio for this work.

The purposes the brochure serves will dictate its design and format. A single ad hoc programme, for example to a foreign track exhibition, may be printed on nothing more than a leaflet, or if a limited programme of tours is contemplated these may be laid out in the form of a folder.

Package tour brochures can be described as falling into three categories: shell folders, umbrella brochures and regular tour brochures. The use of a shell folder is a convenient way to reduce printing costs, and is particularly suited for limited-capacity tour programmes or ad

hoc specialist tours. Shells are blank folders interspersed with preprinted photographs, and are provided at low cost by airlines or national tourist offices to encourage tour operators to run programmes using their services or destinations. The operators can overprint a suitable text describing their tour programme.

An umbrella brochure can be produced in order to allow a travel agent to become, effectively, a package holiday organiser. The brochure only covers the basic essentials to satisfy IATA airlines' requirements for independent inclusive tour operating, but this will allow the agent to build a tailor-made package around net tour basing fares. However, these brochures have largely fallen into disuse, as agents have the means of obtaining cheap airline tickets from a multitude of sources which may undercut regular IATA fares.

The rest of the tour brochures are purpose-designed for regular package holiday series. They usually comprise all of an operator's summer (or winter) tours in a single brochure. However, many larger operators have diversified into a great many different types of holiday - long-haul and short-haul, coach tours as well as air holidays, lakes and mountain resorts as well as seaside resorts - and if all these were to be combined into a single brochure, it would run to hundreds of pages and be very expensive to produce. There would also be high wastage, as clients who know the type of holiday they want will have to pick up the entire brochure to get their particular product. Operators have therefore produced individual brochures, even in some cases separate brochures by destination. As well as overcoming the problems identified above, this will have the added advantage of filling more of the agents' rack space, leaving less available space for competitors. If the leading half-dozen operators produce as many as 70 - 80 different brochures - all top sellers for agents - this will require the agents to devote as much as half their rack space to these brands.

The first task of a brochure is to attract attention(2015.10单选题). Operators have therefore developed a 'house style' for the covers of their brochures which is quickly recognised by customers, when placed on the agents' racks. These are usually images of attractive models in beachwear combined with an eye-catching symbol and house name across the top of the brochure. While some might contend that there is a disappointing sameness among the leading operators, brochures today, taken individually, the quality and professionalism of their brochure design is outstanding. As brochures today must also reinforce an image of quality and reliability, the text and images contained in brochures must be not only attractive but also truthful, accurate and easily comprehended. Good layout, high-quality photography and paper are all essential if the brochure is to do its job effectively.

三、Information Required in the Brochure

To satisfy not only the ITX conditions but also the clients' need for information on regular charter programmes, the operator should include the following information in the brochure:

- * the name of the firm responsible for the inclusive tour;
- * the means of transport used, including, in the case of air transport, the name of the carrier(s), type and class of aircraft used and whether scheduled or charter aircraft are operated;
- * full details of destinations, itinerary and times of travel;
- * the duration of each tour (number of days/nights' stay);
- * full description of the location and type of accommodation provided, including any meals;
- * whether services of a representative are available abroad;

- * a clear indication of the price for each tour, with any extras charged clearly shown on the same page;
- * exact details of special arrangements, e. g. if there is a games room in the hotel, whether this is available at all times and whether any charges are made for the use of this equipment;
- * full conditions of booking, including details of cancellation conditions;
- * details of any optional or compulsory insurance coverage(2014.10汉译英-

义务的保险范围) (clients should have the right to select an alternative insurance to that of the operator's own scheme, of equivalent coverage); and

* details of documentation required for travel to the destinations featured, and any health hazards or inoculations recommended.

A booking form(2014.10单选题) is usually printed within the brochure for completing a reservation. The terms and conditions of the booking should appear in full in the brochure, but should not be printed on the back of the booking form, as they need to be retained by the customer.

四、Negotiating with the Printer

Printers will not expect their clients necessarily to be experts in printing methods, but those involved with the processing and production of a brochure should be reasonably familiar with current techniques in printing and common terms used. Printers will need to know:

- (a) The number of brochures required.
- (b) The number of colours used in the printing.
- (c) The paper to be used: size, format, quality and weight. The choice of paper will be influenced by several factors, including the printing process used. Size may be dictated by the industry's requirements;
- (d) Number and positions of illustrations (photos, artwork, maps, etc.) used.
- (e) Typesetting needs.
- (f) Completion and delivery dates.

When obtaining prices from the printer, operators should approach several companies, as quotations can vary substantially between printers. Many British operators choose to have their brochures printed abroad, especially in Italy, where good quality work can be produced at very competitive prices for long print-runs, but obviously the operator will want to compare whether British printers can match price, since use of a domestic printer will reduce transport costs. Most importantly, operators must avoid cutting corners to save money, as an inferior print job can threaten the whole success of the tour programme. The progress of the printing must be supervised throughout, either by the operator itself or its advertising agency. Proofs should be submitted at each stage of production to check on accuracy and a final corrected proof should be seen before the actual print-run to ensure there are no final errors.

The printer should be asked to quote not only for the actual number brochures that are expected to be required, but for the run-on price for additional copies. Once a brochure is set up for printing, the cost of running off a few extra thousand is very small compared to the overall price, and it may be better to do this rather than having to reorder at a later date.

五、Brochure Distribution and Control

Tour operators must make the decision either to use all the retail agencies available to them, or to select those whom they feel will be most productive for the company. Whatever

decision is made, operators must also establish a policy for their brochure distribution to these agents. If equal supplies of brochures are distributed to every agent, many copies will be wasted.

Wastage can be reduced by establishing standards against which to monitor the performance of travel agents. A key ratio is that of brochures given out to bookings received.

It is now the practice of most operators to categorise their agents in some way, in terms of the productivity. This could typically take the following form:

		Bookings per year
Category A	Top producing agents, multiples	100+
Category B	Good agents	50 ~ 99
Category C	Fair agents	20 ~ 49
Category D	Below average agents	6 ~ 19
Category E	Poor agents, producing little	0 ~ 5

At the top of the scale, agents can expect to receive as many brochures as they ask for, while at the other end, perhaps the operator will be willing to provide only a file copy, or two to three brochures to work with. Many new or independent agents are finding it increasingly difficult to obtain any supplies of brochures from the major operators, who are increasingly narrowing the focus of their distribution policy.

Notes

1. Tour Brochure —— 旅游宣传册
2. marketing tool —— 市场营销工具
3. Tourism is an intangible product —— 旅游是一种无形产品(2015.4汉译英)
4. design studio —— 设计室
5. advertising agency —— 广告公司
6. printers —— 印刷商
7. computer graphic packages —— 计算机图形包
8. in-house computer —— 公司内部使用的计算机
9. publicity material —— 宣传片
10. A single ad hoc programme, ... may be printed on nothing more than a leaflet ——
单一特别项目, ... 印在一张活页单上就可以了
11. these may be laid out in the form of a folder —— 可设计成折叠式小册子
- lay out —— 设计或布置(版面等)
12. falling into three categories —— 可分为三种类型

fall into: 分为;陷入(某种状态), 如本文另一句these brochures have largely fallen into

disuse: 这些宣传册现在大都不用了

13. independent inclusive tour —— 个体包价旅游

14. tailor-made —— 预订安排的, (为某一目的)特制的

15. tour basing fares —— (航空)包价旅游票价

16. long-haul and short-haul —— 长途和短途

17. run to —— 多达

18. house name —— 公司名称

19. ITX —— Inclusive Tour Excursion, 游览包价旅游

20. charter —— 包机(船、车)

21. games room —— 游艺室

22. insurance coverage —— 保险范围

23. cutting comers —— 以最简捷、经济的方式做事

24. Proofs —— 校样

25. running off —— 印出

26. specialist operators —— 专营某种旅游(项目)的经营者

27. This is instrumental in cutting down waste —— 这有助于减少浪费。

Chapter Four Transportation 交通

Lesson 9 Air Passenger Transport 航空客运

本课学习重点

1. 记忆: Advantages of travelling by air
2. 记忆: Aircraft significant in the development of the airline industry
3. 了解: Factors in the development of mass travel by air
4. 记忆: Airline services and different airlines
5. 了解: The marketing for air services

一、The airline business

In the second half of the twentieth century, the development of air transport contributed to the growth of tourism, whether for business or pleasure. Travel by air has become safe, comfortable, rapid and above all cheap, for two reasons.

The first reason is the enormous growth of aviation technology, especially since the development of the jet airliner after the Second World War. Since the first commercial jet (the Comet) came into service in the early 1950s, seat cost per passenger kilometre has fallen. Both engines and aircraft design have been continuously refined and improved; wings, fuselage and engines have been designed to reduce drag, engines have become more efficient and less fuel-hungry. At the same time, increases in carrying capacity for passengers and freight have further reduced average seat costs. The current third-generation wide-bodied 'jumbo' jets, spearheaded by the Boeing 747 in 1970, have reduced seat costs substantially, as costs are now spread across as many as 400 passengers, rather than the previous 130-200. However, prices to passengers can only fall if a high proportion of these seats are filled.

Following the huge increases in fuel costs resulting from the 1973/4 oil crisis, research was stepped up to find ways of improving fuel economy. This was achieved by a combination of improved engine efficiency and reduced weight (some airlines went as far as reducing the number of pages in their in-flight magazines to trim weight!). Recent aircraft, such as the Boeing 757 introduced in the early 1980s, offer huge savings in fuel cost over earlier generations of aircraft (Boeing claims their 757 is the most fuel-efficient of all aircraft flying). Airlines facing low profits from competition seek any means possible to save cost, and are tempted to re-equip their fleet with the latest cost-saving aircraft, but the investment required is substantial.

During the 1980s, the technological focus changed to the development of quieter aircraft, and aircraft capable of taking off from, and landing on, shorter runways. The emphasis on quieter engines originated in the United States, where controls on noise pollution forced airlines to re-equip their fleets, or to fit expensive modifications to existing aircraft. In turn, the airlines have pressed governments to relax controls over night flying, which would enable them to operate around the clock, easing congestion and increasing their productivity. Short

take-off and landing (STOIL) aircraft have helped to revolutionise business travel, allowing the siting of airports much closer to city centres.

The second factor in the development of mass travel by air has been the enterprise and creativity demonstrated both by air transport management and other entrepreneurs in the tourism industry. The introduction of net inclusive tour basing fares for tour operators, variable pricing techniques such as Advance Purchase Excursion (APEX) tickets and stand-by fares, and more recently 'frequent flyer' programmes, in which passengers collect additional free miles based on the mileage they chalk up with a earner, have all helped to stimulate demand and fill aircraft seats. The key factor, however, has been the chartering of aircraft to tour operators, first on an ad hoc basis for weekly departures, and later in a time series basis (in which the aircraft is placed at the disposal of the operator throughout the season, or even for the entire year). Chartering aircraft in this way to operators who could achieve very high load factors on each aircraft helped to reduce unit costs to a point where low-cost package tours, especially to such destinations as the Spanish east coast and Majorca, brought foreign holidays within reach of millions in the UK and Western Europe.

二、Airline services

The services provided by airlines can be divided into three distinct categories: scheduled services; nonscheduled, or charter services; and air taxi services. (2015.4单选题)

1. Scheduled Services

Scheduled services operate on defined routes, domestic or international, for which licences(2014.10单选题) have been granted by the government or governments concerned. The airlines are required to operate on the basis of their published timetables, regardless of passenger load factors (although flights and routes which are not commercially viable throughout the year may be operated during periods of high demand only). These services may be publicly or privately owned, although there is now a global movement among the developed nations towards private ownership of airlines. Where State-owned airlines continue to operate, as in the case of Air France, or many Third World countries' airlines, the public airline is recognised as the national flag-carrier. Some European airlines, such as SAS in Scandinavia, are partly State-owned, but in the UK, all airlines are now in the private sector, since British Airways was privatised in 1987.

Airlines operating on major routes between 'hub' airports within a country are known as trunk route airlines, while those operating from smaller, often rural airports into these hubs are referred to as regional or 'feeder' airlines. In the case of the USA and certain other regions, these may also be termed 'commuter' airlines, as their prime purpose is to serve the needs of commuting business people, many of whom regularly use these routes.

2. Charter Services

Charter services, by contrast with scheduled services, do not operate according to published timetables, nor are they advertised or promoted by the airlines themselves. Instead, the aircraft are chartered to middlemen (often tour operators) for a fixed charge, and these middlemen then become responsible for selling the aircraft's seats, leaving the airlines only with the responsibility for operating the aircraft. The middlemen can change flight departures, or even cancel flights, transferring passengers to other flights.

With the liberalisation of air service regulations within Europe - a key element in European Community policy for air transport - the distinction between scheduled and charter services is becoming less clear-cut. Efforts have been made by some charter companies to

operate scheduled services although with mixed success, as they do not have the marketing experience or organisational structure to sell directly to the public.

However, the growth of 'seat only' sales on charter aircraft (estimated at up to 20 per cent of the total inclusive tour market from the UK into European destinations) is a clear indication of the direction the market is moving. Many scheduled carriers have their own charter subsidiaries.

3. Air Taxi Services

Air taxis are privately chartered aircraft accommodating between 4 and 18 people(2015,10单选题), and are used particularly by business travellers. They offer the advantages of convenience and flexibility; routings can be tailor-made for passengers, and small airfields close to a company's office or factory can be used. There are some 350 airfields suitable for air taxis in Britain alone, and a further 1300 in Western Europe. Flights can be arranged, or routings amended, at short notice.

Some corporations which formerly ran their own fleet of executive aircraft have switched to using air taxis, as purchase is difficult to justify unless the aircraft concerned have a very high usage.

三、The marketing of air services

In order to boost overall yield, many airlines introduced the concept of 'frequent flyer' programmes, by which passengers purchasing airline tickets were entitled to extra free travel, according to the mileage covered. The success of this marketing campaign has been tremendous, resulting in its being copied by many major airlines. An alternative promotion has been that offered by British Airways, whereby free air miles are accumulated based on the value of other products purchased. The airline has seen its Air Miles scheme grow from 391 passengers in 1988/9 to 192000 in 1991/2, with an anticipated 300000 in 1992/3. However, these schemes have all had a serious impact on revenue. In the USA, airlines are now flying some routes with 50 per cent of passengers flying free. The schemes have also reinforced the marketing strength of the large airlines at the expense of the small, and the EC is planning to investigate frequent-flyer programmes in Europe, on the grounds that they distort competition and may fall foul of European tax laws.

All scheduled services operate on the basis of an advance-reservations system, with lowest (APEX) fares being available on routes where the booking can be confirmed some time in advance of departure. This allows the airline to judge its expected load factors with greater accuracy. To fill up the odd seats that are not pre-booked, the airline offers 'stand - by' fares, available to those passengers without reservations who are prepared to take their chance and turn up in the expectation of a seat being free. On many routes, particularly business routes, the chances of seats being available are good, because business passengers frequently book more than one flight, to ensure they can get back as quickly as possible after the completion of their meeting. Airlines will overbook to allow for the high number of no-shows (up to 30 per cent on some routes), but must exercise caution in case they end up with more passengers than they can accommodate. If this occurs, they can upgrade to a better class, or compensate the overbooked passengers financially, while providing seats on another flight, but this may not be sufficient to satisfy the irate business passenger.

An alternative system, employed on high-density routes, is the 'shuttle', for which no advance reservations are needed, and on which all passengers are guaranteed a seat. If need be, an extra flight is added to cope with surplus demand. Such a service can only be commercially viable on those routes experiencing a high level of regular (typically business)

demand in both directions, such as between Los Angeles and San Francisco in the USA, or between London and Glasgow in Britain.

Of crucial importance to the airline's reservations system has been the introduction of the computerised reservations system, or CRS. Agents and clients dearly depend upon the availability of a fast and accurate indication of flight availability and booking service, together with rapid fare quotations so that the best prices for a given route combination can be secured. The new generation of airline CRSs provide exactly this. However, the cost of developing such a system is enormous, and in consequence the stakes are very high for those airlines whose system is adopted by most agents. Just as the airlines themselves are battling for survival in the skies, so their reservations systems are battling for supremacy as the major system of distribution through agents. Currently, the market leaders in the US are SABRE, the system developed by American Airlines, and APOLLO, the United Airlines system, which together had some 80 per cent of the US market at the time of writing and were rapidly expanding throughout Europe and the rest of the globe. The Delta, Northwest and TWA CRS, Worldspan, was the third US contender, seeking to form affiliations with other airlines' systems, particularly those in Canada and the Far East. In Europe, two leading contenders for a global reservations system are GALILEO and AMADEUS. The former, established by British Airways in conjunction with Alitalia, Swissair and KLM, is now linked with APOLLO to provide a truly global network, and has a market lead in the UK. The strength of AMADEUS, established by Lufthansa, Air France, Iberia and SAS (which has since pulled out), lies on the Continent.

Notes

1. jet airliner —— 喷气式客机
2. came into service —— 开始投入使用
3. carrying capacity —— 运载能力(2015.4汉译英)
4. The current third-generation wide-bodied 'jumbo' jets, spearheaded by the Boeing 747 in 1970, ...
 - (1) wide-bodied 'jumbo' jets — 宽体大型喷气式飞机
 - (2) Boeing 747 —— 波音747飞机
5. in-flight magazines —— 机上杂志
6. the enterprise and creativity demonstrated both by air transport management and 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事业进取心和创造力。
7. Advance Purchase Excursion (APEX) tickets and stand-by fares ——
预付款游览机票和候补机票(飞机起飞前的剩余票价)
8. 'frequent flyer' programmes —— 飞行常客奖励计划(航空公司推销法之一种)

9. the aircraft is placed at the disposal of the operator(2015.10英译汉) ——

飞机供旅游经营商自由支配

at sb's disposal: 供某人使用, 由某人支配

10. load factors —— (飞机)载客率(2015.10汉译英), 机座占有率

11. unit costs —— 单位成本

12. Majorca —— 马霍卡岛(西班牙)

13. scheduled services; nonscheduled, or charter services; and air taxi services ——
定期客运服务; 不定期客运或包机服务; 出租飞机(短途小飞机)服务

14. Air France —— 法国航空公司

15. flag-carrier —— 以国际航运为主要业务的国家航空公司

16. SAS = Scandinavian Airlines System —— 斯堪的纳维亚航空公司

17. trunk route airlines —— 干线航空公司

18. are referred to as regional or 'feeder' airlines —— 被称为地区或支线航空公司

refer to sb.(sth.) as: 称某人(某物)为

19. 'commuter' airlines —— 地方短距离运输航空公司

20. transferring passengers to other flights —— 把乘客转换到其他航班

21. European Community —— 欧洲共同体, 缩写为EC

22. subsidiaries —— 子公司

23. Brussels-Amsterdam —— 布鲁塞尔(比利时首都)——阿姆斯特丹(荷兰首都)

24. executive aircraft —— 公务飞机

25. were entitled to extra free travel —— 有权享受额外免费旅行

26. promotion —— 推销, 促销

27. fall foul of —— 同...冲突(或抵触)

28. take their chance —— 碰运气

29. Airlines will overbook to allow for the high number of no-shows

(1) overbook —— 超预订

- (2) no-shows —— (飞机、旅馆等)已预订而未到的旅客/客人
30. class —— (航空公司、旅馆等设备与服务)等级
31. the 'shuttle' —— 区间往返航行
32. If need be —— 如果需要的话
33. Glasgow —— 格拉斯哥(英国城市)
34. American Airlines —— 美国航空公司
35. the United Airlines —— 联合航空公司(美国)
36. the Delta, Northwest and TWA ——
德尔塔(或称三角洲)航空公司(美国)、西北航空公司(美国)和环球航空公司(美国)
37. Alitalia, Swissair and KLM ——
意大利航空公司、瑞士航空公司和荷兰皇家航空公司
38. Lufthansa —— 汉莎航空公司(德国)
39. Iberia —— 西班牙航空公司
40. the Continent —— 欧洲大陆

Lesson 10 Transportation Mode Selection Decisions

交通工具的选择

本课学习重点

1. 了解: Factors that influence a person's choice of transportation modes
2. 了解: Travel by train, water, automobile and bus/motor coach
3. 记忆: Amtrak, two main roles of water transport today and two key roles of the coach

一、Factors that influence a person's choice of transportation modes

Why do people select one transportation mode over another for their business and pleasure/personal trips? Many theories have been put forward on mode selection decision processes. Most theorists, however, consistently identify availability, frequency, cost/price, speed/time, and comfort/ luxury as the mode decision variables. Other factors that have been suggested are safety, convenience, ground services, terminal facilities and locations, status and prestige, and departure and arrival times. People in different segments of the travel market place varying degrees of value or utility on these criteria. For example, a business traveler is unlikely to have the same value perceptions(2014.10汉译英-价值观) as a pleasure traveler. Speed/time and departure/arrival times may be all-important to the business traveler, while cost/price may be the pleasure traveler s first criterion. (2015.10英译汉)

二、Travel by Train

Trains opened up the North American continent from its Atlantic to Pacific coasts, and they were the major stimulant in the nineteenth and early twentieth centuries to vacations within the United States, Canada, and Europe. The first transcontinental route in the United States was completed in 1869. Britain had its first organized tour on the train in 1841 when Thomas Cook put together an excursion between Leicester and Loughborough. In 1851, 3 million English took the train to the Great Exhibition that was being staged in London. The train was also instrumental in Britain for spurring the development of many of its seaside resorts.

In the United States in 1929, the first year for which comprehensive statistics are available, approximately 780.5 million paying passengers took the train. This number had fallen to about 268.9 million by 1975. In fact the heydays of the train in most of the major developed countries lasted approximately one-hundred years from the 1830s to the 1930s. In the 1920s and 1930s the automobile began to gain more popularity as a passenger transportation mode, mainly drawing away traffic from the train. Rail passenger traffic in the United States began to decline in the 1920s. It was not until the mid-1970s to the early 1980s that the slide in the popularity of the train as a passenger transportation mode seemed to be halted. Although the U.S. railroads had accounted for approximately 77 percent of the nation's common carrier passenger miles in 1929, this market share had slid to about 7 percent by 1970.

The demise of the railway as a passenger travel mode was so alarming that in 1958 the U.S. Interstate Commerce Commission (ICC) ordered a detailed study of the situation. It was not until 1970 that the federal government took some concrete action to improve the failing rail-passenger travel business. In October 1970, the Rail Passenger Service Act became law. The act created the National Railroad Passenger Corporation, now commonly known as Amtrak. Amtrak began its operations in May 1971, and it was intended to be a profit-making corporation.

Amtrak has the sole national responsibility for marketing and providing intercity passenger rail transportation. Since its inception the organization has been successful in increasing passenger volumes that had been falling continuously beforehand. It has done so primarily by improving the equipment and services it offers, and by promoting the benefits of traveling by train more effectively.

Several attempts have been made to determine why travelers select the train as a transportation mode. Four factors seem to emerge consistently, these are cost/price, comfort, safety, and the ability to see the area through which the train is passing. A survey of Amtrak users has indicated that travelers favored the train for the following reasons:

- * safety.
- * ability to look out of train and see interesting things enroute.
- * ability to get up and walk around(2015.10单选题) ,
- * arriving at the destination rested and relaxed, and
- * personal comfort.

Negative factors often associated or perceived with rail travel are slowness in reaching the destination, relatively inflexible departure times, and a lack of quality in food service. Trains are certainly perceived as being a very safe mode of transportation and are thought to attract a significant "fear of flying" market. Recent promotions by Amtrak have emphasized the rest and relaxation benefits of taking the train. They have also begun to point out that the downtown-to-downtown routing of trains actually saves passengers' time.

In Germany, France, and Japan, high-speed trains have been developed and are in operation. These trains travel faster than the automobile, and they actually cut down on the time that passengers would take to drive between major cities. For example, the Train Grande Vitesse in France travels at over two-hundred kilometers per hour between Paris and Lyons, reducing this trip to about two hours. (A comparable trip by car takes a minimum of five hours.)

Rails now carry far more people than airplanes or automobiles in India, the People's Republic of China, and the countries of the former Soviet Union. In China, traveling by train is still the predominant travel mode, and rail transport plays an important role in tourism. China has a vast network of railways, linking every provincial and regional capital except Lhasa to Beijing. Statistics show that passengers carried by China's railways in 1995 averaged 2.345 million a day.

Before leaving the subject of rail travel, the role of railways as tourist attractions should be highlighted. Short-duration train excursions through scenic surroundings have proven to be major attractions to pleasure travelers in recent years. The Strasburg Railroad in Pennsylvania is a U. S. example of a popular train excursion of this type. The experience of riding aboard the Orient Express, made famous by Agatha Christie, was reintroduced in 1983 after a complete restoration of the train had been completed.

三、Travel by Water

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. Although ocean liners used to provide an important link for passengers between continents, water transport today plays two main roles in travel and tourism - ferrying and cruising. (2014.10单选题)

The steamship era had its beginnings in the 1840s. Sir Samuel Cunard pioneered the first transatlantic scheduled liner trips at that time. Just as the automobile led to the demise of the train, the introduction of intercontinental commercial airline service precipitated the rapid decline in the use of ships as a scheduled passenger transportation mode. In 1957, transatlantic ship traffic reached a new post-World War II high as some 1 036 000 passengers were transported on ocean liners. Although travel by ship remained strong for several years thereafter, the aircraft had by 1958 eclipsed it in terms of volumes of transatlantic passengers.

Transatlantic scheduled passenger ship traffic declined rapidly. Passenger departures from New York fell from approximately 500 000 in 1960 to 50 000 in 1975. So great has been the decline in scheduled liner passenger transport volumes that it has almost completely disappeared in this modern-day era.

Cruising has taken the place of scheduled liner services. In 1982 the worldwide cruise market was approaching the 2 million passenger mark. Forty-five cruise line companies had 125 passenger ships with a total of 72 000 berths. Today cruise ships are like portable resort hotels that ply the waters of the Caribbean, Mediterranean, and other regions.

Cruises can be divided into three main categories depending on the duration of the trips. Short cruises are of one week or less. Intermediate-length departures last approximately one to four weeks, and long cruises are the round-the-world variety covering a one-to-three-month period. Short-duration cruises appear to be gaining in popularity as they require less vacation time and are less expensive. There are many examples of taken in North America, including three-night cruises from Los Angeles to Mexico and cruises on the St. Lawrence River on vessels such as the Canadian Empress.

Another reason for the growing popularity of short-and inter-mediate-length cruises appears to be the effectiveness of innovative programming and theming that many of the cruise lines have been doing.

In many ways this recent marketing thrust parallels that which many destination resorts have been practicing for several years. Special interest or hobby-type cruises have grown, packaging such things as the theater, gourmet dining, bridge, flower arranging, aquasports, jazz, country and western music, and many other themes and activities. This ties in closely with the trend toward more vacation travel for the purpose of learning or improving upon a leisure time or recreation activity.

The ship remains an important passenger transportation mode in its role as a ferry service. The "floating bridge" is an essential complement to the automobile, recreational vehicle, and bus in many parts of the world, including the English Channel, the Irish Sea, the Hebridean Islands of Scotland, the North Sea, the Maritime provinces and British Columbian coast in Canada, and on the Great Lakes.

As with its "partner" history, the train, the ship also has considerable importance in tourism as an attraction. Examples of short-duration sightseeing cruise-ship attractions are abundant in North America and elsewhere. Characteristically, these cruises are for a day or for an even shorter period of length. Viewing scenic surroundings is the major focus of many of these operations, including those featuring the Thousand Islands (New York-Ontario), the Mississippi River, Muskoka Lakes (Ontario), Niagara Falls (New York-Ontario) and many

others. Other cruises combine nostalgia with scenic viewing. Steamer and river-boat cruises are examples of these. One study of a restored steamer sightseeing cruise operation indicated that its appeals were in learning about the history of steamships and the history of the surrounding area, seeing the scenic beauty of the area, watching the visible operations of steam engines, and using its dining/bar service.

In summary, the modern era of travel by water is characterized by boats, ships, hovercraft, and jet foils performing cruising and ferrying roles.

四、Travel by Automobile

The introduction of the automobile precipitated the demise of the train in most developed countries. As mentioned earlier, the automobile as a passenger travel mode gained its momentum as far back as the 1920s.

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, smaller groups. Nonprivate group travel had been a characteristic of the railway and steamship era that preceded the automobile. Due to the nature of the railroad's infrastructure and the limited routing possibilities by water, travel patterns were very predictable. People could only get to the destinations to which the trains and steamships would take them. Many famous resort areas, resort hotels, and city center hotels flourished at important destinations and staging points for the trains and steamships. With the increased popularity of the automobile, the attractiveness of these areas and facilities began to decline and many of them suffered significantly.

The automobile brought about a more random pattern of travel movements, opened up new destinations, and spurred the development of elaborate networks of new automobile-oriented facilities and services along highways and roads. The tourist court, motel and the motor hotel were three of the new facility types that developed in the United States and Canada after World War II. In fact, the whole development pattern in North America was fashioned directly and indirectly to accommodate the private automobile.

Traveling by automobile is now the single most predominant travel mode in North America. Most travel surveys have shown that automobile trips account for 90 percent or more of the pleasure/personal and business trips taken by Canadians and U. S. residents. The nuclear family unit traveling by private automobile has been the major source of pleasure/personal travel demand and marketing target for a majority of tourist-oriented businesses in the United States and Canada. It is not difficult to see why, considering the statistics that have been discussed earlier.

Many experts have tried to explain why the automobile is selected over other modes of transportation. One such report found the major attractive attributes of the automobile to be as follows: (2015.10单选题)

- * control of the route and the stops enroute,
- * control of departure times,
- * ability to carry baggage and equipment easily,
- * low out-of-pocket expense of traveling with three or more persons, and
- * freedom to use the automobile once the destination is reached,

Other surveys have shown that many persons perceive the automobile to be a relatively safe mode of transportation, and others indicate that people like driving as a recreational experience.

Two other important aspects of automobile travel are recreation vehicles and car rentals, or as they are called in Britain "car hires". These two areas have developed so extensively in North America and elsewhere that they are now both significant elements of tourism.

五、Travel by Bus/motor Coach

The motor coach plays a vital role in tourism. As one spokesman of the U.S. bus industry has stated:

In 1979, the bus industry carried 360 million passengers; the airlines carried 295 million; Amtrak carried 21.5 million. The bus industry provided service to 14 000 communities; the airlines served 700 communities; Amtrak served 550 communities.

In North America and elsewhere the coach performs two key roles. The first is to provide a regular schedule of intercity passenger transportation services. The second is to provide charter and tour services. The 1979 ridership figure on U. S. buses increased to 378 million passengers in 1981. Of this totals 203 million passengers, or 53.7 percent, were on charters and tours, and the remaining 175 million were on regular scheduled intercity bus services.

It is estimated that 90 percent of U. S. and 85 percent of Canadian bus ridership is accounted for by persons on pleasure/personal trips. Business travelers, on the other hand, constitute only 10 percent to 15 percent of the bus travel market. Surveys have shown that bus passengers in North America are predominantly either young or old. Buses also attract a larger share of the lower-income groups than do the other common carriers. Another interesting fact is that women riders of the bus significantly outnumbered men. Recent advertising indicates that bus companies are targeting their marketing programs towards the family summer vacation market, young couples, older people on summer and fall vacations, and the "empty nesters". The bus has been increasingly utilized as a pleasure/personal travel mode in recent years.

Notes

1. ground services, terminal facilities and locations —— 地面服务、终点站设施和位置
2. Leicester and Lough borough —— 莱斯特和拉夫伯爵(均为英格兰地名)
3. Although the U. S. railroads had accounted for approximately 77 percent of the nation's common carrier passenger miles in 1929, this market share had slid to about 7 percent by 1970. ——

虽然美国铁路系统在1929年约占全国运输业客运英里的77%，但到1970年，这一市场份额已降至7%左右。

account for —— (指数量等)占...

4. Amtrak —— 美国国家铁路客运公司
 5. profit-making corporation —— 盈利公司
 6. Lyons—— 里昂(法国城市)
 7. Pennsylvania —— 宾夕法尼亚(美国州名)
 8. The experience of riding aboard the Orient Express, made famous by Agatha Christie
- (1) Orient Express —— 东方快车。第一列横贯欧洲大陆的豪华快车。

(2) Agatha Christie ——

阿加莎·克里斯蒂。英国女侦探小说家。《东方快车谋杀案》就是其作品之一。

9. ocean liner —— 远洋定期客轮

10. Sir Samuel Cunard pioneered the first transatlantic scheduled liner trips at that time.

(1) Sir Samuel Cunard ——

塞缪尔·丘纳德爵士，英国商人和船主，曾建立大西洋第一条定期航运线。

(2) transatlantic scheduled liner —— 横渡大西洋的定期客轮

11. three-night cruises from Los Angeles to Mexico and cruises on the St. Lawrence River

(1) Mexico —— 墨西哥

(2) St. Lawrence River —— 圣劳伦斯河(北美洲东部的大河)

12. cruise lines —— 游船公司

13. ties in closely with —— 与...有密切关系

14. the English Channel, the Irish Sea, the Hebridean Islands of Scotland, the North Sea, the Maritime provinces and British Columbian coast in Canada, and on the Great Lakes ——

英吉利海峡、爱尔兰海、苏格兰赫布里底群岛、(大西洋东北部)北海、(加拿大大西洋沿

岸)滨海诸省、加拿大不列颠哥伦比亚省沿海以及北美洲五大湖。

15. the Thousand Islands, the Mississippi River, Muskoka Lakes, Niagara Falls ——

(圣劳伦斯河中的)千岛群岛, (美国)密西西比河, (加拿大)马斯卡卡湖群, (北美洲)尼

亚加拉瀑布

16. The tourist court, motel, and the motor hotel ——

早期路边汽车旅馆, 汽车旅馆, 服务设施较高级的汽车旅馆

17. recreation vehicles —— 娱乐、行宿两用车

18. empty nesters —— 没有孩子拖累的家庭。

Chapter Five The Hotel Industry 饭店业

Lesson 11 A Brief History of Hospitality 饭店业发展简史

本课学习重点

1. 记忆: Turning point in the history of hospitality
2. 了解: English/European inns and American inns
3. 了解: Early hotels in the United States
4. 记忆: City Hotel, Tremont House and Ellsworth Statler
5. 了解: The growth of hotel chains
6. 记忆: Holiday Inn
7. 记忆: Names of hotel chains

一、Early inns

The earliest lodging places were probably built along trade and caravan routes in ancient Persia and elsewhere in the Near East. These simple structures - known as khans or caravansaries - provided shelter for traveling merchants and their animals.

Religion played an important role in the early history of hospitality. In addition to the merchants, there were large numbers of priests, pilgrims, and missionaries journeying to temples and other holy places throughout the eastern Mediterranean region. Many early inns came into being because people wanted to open their homes to the religious travelers.

The demand for lodging places increased significantly with the development of an extensive highway system throughout Europe during the Roman era. Roadside inns and taverns provided shelter for traveling merchants and scholars as well as for the growing number of travelers on military, political, and diplomatic missions. Accommodations in these mansions were primitive: quite often there would be stables for the horses but no private rooms for the travelers themselves.

The most elegant inns of the period were developed by the Persians along caravan routes. These yams, as they were known, provided travelers with not only accommodations but also food and fresh horses. The explorer Marco Polo estimated that there were as many as 10 000 yams at the time of his journey to the Far East (1275-1292).

During the Middle Ages, hospitality was considered a Christian duty. Many monasteries and other religious institutions functioned as inns, offering free accommodations and food for pilgrims and other travelers.

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. This meant that hospitality was no longer offered as an act of charity. It had become a business venture. The concept spread, and by the early fourteenth century there were licensed inns throughout Italy.

二、From stopping place to meeting place

Few improvements were made in the quality of accommodations until advent of long-distance stagecoach travel in the seventeenth century. English inns and taverns, in particular, gained a reputation for cleanliness and comfort and set the standard for accommodations in other parts of Europe.

A typical inn had a dining room in which food and drink were served, a number of private rooms with beds for individual travelers, a large communal room for stagecoach drivers and the staff of the inn, and stables for the horses, all arranged around a central courtyard. These inns were not only frequented by travelers; they also became popular meeting places for local nobles, clergy, politicians, and other local citizens.

Hotels, as such, first began to appear in France in the late 1700s. They can be distinguished from inns and taverns by their greater size and more luxurious accommodations. The Hotel de Henri IV, built in Nantes in 1788 with beds for sixty guests, was a particularly fine early example.

Early inns in North America were established in seaport towns rather than along stagecoach routes. The first inn was built in Jamestown on the Virginia coast in 1607. As the population moved inland, inns and taverns began to appear along rivers, canals, and post roads.

As in England, the New World inns provided travelers with a bed, food, and stables for their horses. The food was generally excellent and plentiful - meals of up to 15 courses were not uncommon. Accommodations, on the other hand, left much to be desired. There was little privacy and travelers were expected to share a bed if the inn was crowded. The concept of a reservation system was, as yet, unheard of.

American inns and taverns played an important role in community life as meeting places for local citizens. This was especially true during the Revolutionary War. Local residents would meet at the inns to plan strategy, and passing travelers would provide news of developments in other parts of the country.

The atmosphere in a typical American inn of the period was much more informal than in a European lodging place. Meals were served family style at a communal table, and guests from all walks of life mingled freely with one another. In Europe, by contrast, only the wealthy could afford to travel and stay in inns; once they had arrived, travelers kept to themselves for the most part.

The more democratic spirit of American inns was also reflected in the special status conferred on innkeepers. In Europe, innkeepers were regarded as servants. In colonial America, on the other hand, innkeeping was an honorable profession. An innkeeper was someone who could be entrusted with information and whose opinions were respected

三、Early hotels in the United States

The early nineteenth century was a period of transition for the hospitality industry in the United States. The new trend was to change from inn or tavern to hotel, a term (and concept) imported from France and considered more elegant. The 73-room City Hotel, opened in New York City in 1794, was the first establishment specifically designed as a hotel. By 1820, there were more lodging places operating as hotels than as inns or taverns.

Thus, small roadside inns gradually gave way to large, more elegant city hotels, which offered a much wider range of amenities. 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. Among the innovative features it introduced were private single and double rooms with locks, free soap, French cuisine, room service, bellboys, and a staff of

workers trained to provide polite service. Similar hotels soon appeared in other eastern cities, each city competing to build larger and more luxurious lodging places. All of these hotels became important social centers for local citizens.

The extension of the United States railroad system had an enormous impact on the hotel industry. New towns sprang up along tracks spread westward to the Pacific coast. A hotel was usually one of the first buildings to go up in a new town on a rail route. In the major centers of population, a few hotels were as elaborate as the grand hotels back east. Most, however, were small and less glamorous. They catered to the growing number of commercial travelers - in particular, the traveling salesmen.

With the invention of elevators in 1853, hotels began to expand upward. A typical city hotel of the second half of the nineteenth century had five or six stories and as many as 200 guest rooms. Public rooms, such as dining and reading rooms, were now a feature of most hotels. Both men and women were welcome at all hotels, but it was not appropriate for the sexes to mingle in public areas. Women were provided with separate entrances and sitting rooms, and they dined apart from the men.

As cities grew and the volume of train travel increased, hotels in the major cities became still larger and more elaborate. San Francisco's Palace Hotel, built in 1875, was the epitome of grandeur. It had 800 rooms, a central marble courtyard, and a glass-domed roof. Other notable hotels of the period included the Brown Palace Hotel (1892) in Denver, the Netherlands Hotel (1894) in New York City (the first to have in-room telephones), and the Waldorf-Astoria (1896), also in New York City.

四、From boom to bust

At an opposite extreme to the luxury city hotels were these smaller hotels built close to railroad stations. These were inexpensive, but often lacking in standards(2014.10单选题) of cleanliness, comfort, and service. Few commercial travelers at the beginning of the twentieth century could afford to stay in the luxury hotels, yet many found the railroad hotels unsatisfactory.

Ellsworth Statler(2015.10单选题), father of the modern commercial hotel industry, realized that there was a considerable market for moderate-priced hotels for the business traveler. He opened his first hotel - the Buffalo Statler - in 1908. Its 300 rooms were clean, comfortable, and, at \$ 1.50 a night, affordable. Each had a private bath along with such other innovative features as full-length mirrors, built-in closets, and in-room telephones and radios. The hotel was an immediate success, and Statler was encouraged to build more middle-class hotels in other parts of the country. In doing so, he originated the hotel-chain concept that has come to dominate the modern hotel industry. The Statler chain was later bought by Conrad Hilton, founder of one of the most famous hotel chains of all.

Hotel construction reached an all-time peak in the 1920s. Giant hotels, such as the 3 000-room Stevens Hotel (1927) in Chicago, were built, while hundreds of smaller hotels opened in cities and towns across the United States. The boom, however, was not to last into the 1930s. The Depression had a devastating effect on all sectors of the travel industry, and the hotel industry was not spared. Fewer people could afford to travel, so there was a decline in the demand for accommodations. Between 1930 and 1935, almost 85 percent of all hotels in the United States went bankrupt.

五、The growth of hotel chains

The hotel industry rebounded during and immediately after World War II as the volume of travel increased. The postwar hospitality industry, however, has been markedly different

from that of the prewar period. The automobile and the jet plane have radically affected the industry, changing travel patterns and leading to the development of different types of hotels. Motels, motor hotels, resort hotels, and convention hotels have evolved to cater to the varied needs of today's traveling public. At the same time, hotel chains have established themselves as the dominant force in the industry, both in the United States and abroad.

The first chain operation in the United States was started by Ellsworth Statler in the early 1900s. The success of Statler's hotels encouraged the formation of other chains, including Hilton Hotels, which opened its first property in Dallas in 1925. The Depression, which forced so many individually owned hotels out of business, proved to be a bonanza for the chains, since they were able to buy bankrupted properties at low prices.

Chains such as Hilton and Sheraton had established themselves before World War II. By the 1950s, they were being joined by scores of others. The introduction of the concept of franchising(2014.10汉译英-特许经营的观念) served as a tremendous stimulus to the growth

of hotel and motel chains, and by the early 1970s there were almost 200 in operation. Hundreds of independent city hotels and mom-and-pop, or family-run, motels were faced with rising costs, found that they could not compete with the chains, and went bankrupt. Today, over 50 percent of the rooms in United States hotels are provided by chain outfits.

Holiday Inn is the largest lodging chain in the world, with more than 350 000 units in about 1 900 properties. Holiday Inn was launched in 1952 when entrepreneur Kemmons Wilson opened the first "Holiday Inn Hotel Court" on the outskirts of Memphis, Tennessee. Wilson had been dissatisfied with motel accommodations on a family vacation trip. He decided to build his own cabin in order to offer a full range of services at low to moderate prices.

Holiday Inn pioneered innovations that were revolutionary for the times but which subsequently became standards for chain operations. These included a swimming pool and restaurant on the premises, air conditioning throughout, a television and telephone in every room, baby sitters on call, and free accommodations for children under 12 sharing a room with their parents. In 1965, the company installed the hotel industry's first nationwide computerized reservations system.

Over the years, the Holiday Inn hotel system has evolved from a chain of economy motor courts into a multi-billion-dollar-a-year network of lodging places serving multiple markets. Holiday Inn is now a major presence in the United States resort and convention industry as well as in overseas markets.

The international growth of the big United States chains has been one of the major developments in the hospitality industry in the last 30 years. A few leading chains gained an early foothold on the overseas market - including Intercontinental in Latin America, Hilton International in Puerto Rico, and Sheraton in Canada - but the greatest period of expansion has come since the commercial debut of the jet plane. Chains moved into the Caribbean and Europe and later into the Middle East, Africa, the Far East, and the Pacific. Holiday Inn, the leader, with over 200 properties in 52 countries outside the United States, is followed by Hilton International, Intercontinental, and Sheraton. Other big names on the international scene include Hyatt International, Westin, Marriott, and Ramada. Since China opened to the outside world in 1978, the number of hotels has increased considerably. Between 1984 and 1988 alone, hotel rooms in China increased 200%. In 1985, Sheraton became the first international hotel company to open a hotel in China bearing its own name(2015.4单选题) -

The Great Wall Sheraton Hotel Beijing. Other big hotel chains such as Hilton International, Holiday Inn, Hyatt International and Ramada have also entered the Chinese market.

Not only have American chains expanded overseas, but more recently foreign chains have moved to the United States. Trusthouse Forte (United Kingdom), Meridien (France), Four Seasons (Canada), Regent International (Hong Kong), and IBIS (France) are all well established in the United States.

Notes

1. Persia —— 波斯, 现称伊朗 (Iran)。Persian 意为波斯人。
2. Near East —— 近东, 通常指地中海东部沿岸地区
3. came into being —— came into existence, 出现, 产生, 成立
4. Marco Polo —— 马克·波罗
5. Florence, Italy —— 意大利佛罗伦萨市
6. Nantes —— 南特 (法国城市)
7. Jamestown —— 詹姆斯敦 (美国佛吉尼亚)
8. the New World —— 美洲; 西半球
9. Accommodations, ... left much to be desired ——

住宿方面还存在许多有待改进之处

10. The concept of a reservation system (2014.10 英译汉) was, as yet, unheard of. ——

预订系统那时还是个前所未闻的概念

as yet 即到目前为止, 到那时为止 (多用于否定句中)

11. the Revolutionary War —— 指的是美国独立战争 (the War of American Independence)

12. all walks of life (2015.4 英译汉) —— 各阶层

13. kept to themselves —— 不与人交往

14. small roadside inns gradually gave way to —— 路边小客栈渐渐让位于

15. Boston's 170-room Tremont House ——

波士顿 (美国城市) 拥有 170 间客房的特里蒙特旅馆

16. sprang up —— 出现

17. go up —— 被建造起来

18. Denver —— 丹佛 (美国科罗拉多首府)

19. Ellsworth Statler ——

埃尔斯沃斯·斯塔特勒, 美国饭店业大王, 被誉为现代商业饭店之父。

20. Conrad Hilton —— 康拉德·希尔顿, 世界上最著名的旅馆主之一。

21. hotel chains —— 饭店联号, 即拥有、经营或管理两个以上饭店的公司或系统

22. Chicago —— 芝加哥(美国城市)

23. the hotel industry was not spared —— 饭店业未能幸免

24. resort hotels, and convention hotels —— 度假(或休养地)饭店和会议饭店

25. including Hilton Hotels, which opened its first property in Dallas in 1925

(1) Hilton Hotels —— 希尔顿饭店公司

(2) property —— 在接待业里指饭店、汽车旅馆或其他住宿设施

(3) Dallas —— 达拉斯(美国城市)

26. Sheraton —— 喜来登饭店公司

27. franchising —— 指旅店联号的一种经营方式, 即转让饭店特许经营权

28. Holiday Inn —— 假日旅馆公司

29. Kemmons Wilson —— 凯蒙斯·威尔逊, 假日旅馆公司创始人

30. Memphis, Tennessee —— (美国)田纳西州孟菲斯市

31. Intercontinental in Latin America (1946), Hilton International in Puerto Rico (1949

洲际饭店公司(1946年)在拉丁美洲开店, 希尔顿国际饭店公司(1949年)在波多黎各开店

32. Hyatt International, Westin, Marriott, and Ramada ——

凯悦国际饭店公司, 威斯汀饭店公司, 马里奥特公司和华美达公司

33. Trusthouse Forte (United Kingdom), Meridien (France), Four Seasons (Canada), Regent International (Hong Kong) ——

英国信任之家福特集团公司, 法国子午线饭店公司, 加拿大四季饭店公司, 香港丽晶国际饭店公司

34. IBIS (France) —— 法国雅高旅馆公司的五大旅馆系统之一。

Lesson 12 Hotel Structure and Staff 饭店的组织机构

本课学习重点

1. 了解: The general manager
2. 了解: Hotel staff and the organizational chart
3. 记忆: Major departments and their heads
4. 了解: The important roles played by the six primary departments

一、The General Manager

As in any business, there must be one person responsible for the overall operation. That person is the general manager, sometimes, particularly in the larger hotels, called the managing director.

In the past, possibly into the 1930s, the hotel manager was primarily a genial host, personally greeting the guests and seeing to it that they were properly cared for. Today the successful general manager is a highly trained person, capable of directing a complex business enterprise.

The general manager is the person responsible for defining and interpreting the policies established by top management. In addition, the successful manager must implement and improve them and, on occasion, may be forced to completely disregard them. To perform these duties properly requires a working knowledge of all phases of hotel operation. The quickest and easiest way for an executive to lose the respect of the employees is to give instructions without understanding their implications or the amount of time necessary to carry them out.

二、The Staff: Major Departments

One of the primary responsibilities of a manager is to assemble a team to assist in running the hotel. For the purpose of this discussion, the staff is grouped into four main categories:

- the management policy-making and -implementing team - the general manager and his or her primary department heads,
- subdepartment heads,
- assistant department heads, and
- general staff and operating personnel.

The executive housekeeper has the largest staff to supervise, yet reports to the resident manager. The personnel director has the smallest, yet reports to the general manager and is an important member of the management policy-making team.

There is one common denominator in all their functions - the guest. Since no hotel can exist without the patronage of its guests, it follows that the only reason for the existence of a staff is to provide for their comfort and convenience. Thus, a general manager must not only assemble a team, but mold them into a coordinated, cooperating group of people capable of working together for the common goal - creating a satisfied guest.

三、Rooms

The primary responsibility for the well-being of the guests is delegated to the head of the rooms department, known as the resident manager. He or she heads the numerically largest department in the hotel, many of whose members come into direct contact with the guests.

Frequently, employees coming into personal contact with the guests not only must be trained in the functions and duties of their position, but must be told how to interact(2014.10单选题) with guests.

The resident manager carries out what may be the most important responsibility of the general manager - the day-to-day operation of the guest rooms. The executive housekeeper, executive assistant manager, front-office manager, chief telephone operator, and the garage manager are the subdepartment heads. They register the guest, maintain and clean the room, and provide information on the facilities of the hotel and the local points of interest-cultural, recreational, or amusement. They also handle all guest complaints.

The purchasing agent was not included in the list of subdepartmental heads for two reasons. The first and perhaps obvious one is that he or she performs no service directly affecting the guest. The other is that the position varies in importance with the size, type, and ownership of the hotel.

四、The Food and Beverage department(2015.10单选题)

The food and beverage manager heads a department that also involves guest relations. The service staff in the restaurants, coffee shop, bars, and banquet rooms come into direct contact not only with resident guests but with members of the general public who use the hotel facilities other than its sleeping rooms - equally important in the overall operation.

This is the department that perhaps most clearly demonstrates the old hotelier's famous saying: "Service is our most important product." Repeat business in the restaurants, banquet rooms, and sleeping rooms is the single most important factor in the success or failure of the hotel as a profit-making enterprise.

五、Engineering

The responsibilities of the engineering department in a hotel have always been of great importance. In recent years, owing to the continuing emphasis on energy conservation, that importance has increased manyfold, particularly in relation to the department's impact on the overall profitability of hotel operation.

Proper maintenance and provision of hotel services have a significant effect on the attitude of a guest toward the hotel. The chief engineer and staff have an important role to fulfill in satisfying the guests' demands and thus helping to maintain the profit level for the hotel. At the same time, the engineering department's cost must be properly monitored and controlled.

六、Sales

The sales department has been called the lifeblood of the organization. Few outsiders realize that the director of sales is called upon to make more decisions affecting not only present but future earnings than any other department head.

七、Personnel

The creation of the personnel department and its important position in today's hotel can really be regarded as a modern phenomenon. Gone are the days when the owner, or a general manager directly hired by the owner, selected the department heads, who in turn hired their own staffs.

The personnel director's only responsibility is to staff the hotel. (2015.4单选题) It is the employees who take care of the guests, and good service is the most important ingredient for the success of the operation.

八、Accounting

Accounting far outpaced the growth of the industry. And the entry into the hotel field of the conglomerates and multinational corporations via acquisitions placed an even greater emphasis on financial matters. Such corporations are run with the aid of financial analyses, budgets, forecasts, and business plans. Because they look to management for expertise in this area, the demands on the controller have expanded.

九、Summary

These six departments have been highlighted because the men and women who head them make up the top-management team. They advise and help the general manager in formulation of the operating policy and see to it that it is carried out. Thus, they supervise and share the responsibility for the daily functions of the entire hotel staff.

Notes

1. vary —— 后接介词in时, 表示在.....方面不同。
2. the management —— 这里指的是饭店的管理部门。
3. managing director —— general manager, 总经理
4. seeing to it that —— 注意做到...; 保证使...
5. conglomerates ——

联合大企业(注:现在国外许多饭店都隶属于大集团公司以及银行、航空公司等大型的企业、机构)

6. organizational chart —— (饭店)组织结构图
7. executive housekeeper —— 客房部主管
8. resident manager —— (旅馆)驻店经理, 客房部经理

本文中其它几个主要部门的负责人:

food and beverage manager —— 餐饮部经理

chief engineer —— (工程部)总工程师

director of sales —— 销售部总监

personnel director —— 人事部主任

controller or chief accountant —— (财务部)总审计师或总会计师

9. conform to —— 符合, 遵守

10. rooms department —— 客房部

本文中其它几个主要部门:

food and beverage department —— 餐饮部

engineering department —— 工程部

sales department —— 销售部

personnel department —— 人事部

accounting department —— 财务部

11. come into direct contact with the guests —— 与客人直接接触。

12. must — 在这里是名词, 意思是: 必须做的事情, 不可缺少的东西。

13. takes on —— 具有或呈现

14. purchasing agent —— 采购员

15. repeat business—— 回头客带来的生意

16. dwell on —— 详述

Chapter Six The Impact of Tourism 旅游业的影响

Lesson 13 The Economic Effects of Tourism 旅游业对经济的影响

本课学习重点

1. 记忆: The way tourism creates income
2. 记忆: The way tourism creates jobs
3. 了解: Multipliers
4. 了解: The steps to maximize the tourist receipts
5. 了解: Conditions for drawing investment

We can generally categorize the economic effects of tourism into four groups: the effects on income, on employment, on the area's balance of payments with the outside world, and on investment and development(2015.10单选题).

一、Income

The creation of income from tourism is closely bound up with employment. Income in general comes from wages and salaries, interest, rent and profits. In a labor-intensive industry, such as tourism the greatest proportion is likely to be in wages and salaries. Income is created most directly in areas with a buoyant level of tourism, labor-intensive accommodation such as hotels, and with a large number of attractions and ground-handling arrangements available. The higher the amount of labor employed the greater the income generated.

Income is greatest where wage levels are high, which implies that there are also other high-wage job opportunities and little unemployment in the area. However, tourism may be of relatively greater value in areas where there are few other jobs and workers may be otherwise unemployed.

Income is also generated from interest, rent and profits on tourism businesses, which might range from the interest paid on loans to an air-line in order to buy aircraft to rent paid to a landowner for a car park or campsite near the sea. We must also include taxation on tourism activities, such as VAT on hotel bills or direct taxation which some countries or regions impose on tourism to raise additional public income.

The sum of all incomes in a country is called the national income and the importance of tourism to a country's economy can be measured by looking at the proportion of national income created by tourism.

Tourism's contribution to the income of an area is in fact rather greater than has been so far apparent owing to the phenomenon of the Tourism Income Multiplier (TIM). 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.

Multipliers As soon as a tourist spends a dollar in a destination economy, it is received by someone, spent, and respent. Some of the dollar may soon leave the destination (a leakage) to pay for imported fuel, food, furniture, and other items that are not available locally, are not competitively priced, or are not of the desired quality. Some of the dollar may go abroad as interest payments or profits to non-residential investors. Some goes for local and national

taxes. The part that remains may be rapidly spent within the economy, invested, or saved. The spending that results within an economy "multiplies" its impact.

Tourist expenditures have direct, indirect, and induced effects on a destination economy. The direct is the change in sales, employment, and income that occurs as a direct result of purchases of goods and services by visitors. Examples are hotel room sales, restaurant sales, taxi fares, and airline ticket sales.

Indirect effects are the changes in sales, employment and income generated indirectly in other businesses that directly receive tourist dollars spent to buy material and service inputs to meet the demand created by direct sales to visitors. Examples are sales by food vendors to restaurants, by linen vendors to hotels, and by gasoline dealers to taxi drivers.

The induced effect measures the further change in sales, employment, and income as employees and proprietors spend the salaries and income earned from their companies as a direct or indirect result of visitor spending. An example is a hotel clerk's expenditures for food, clothing, and shelter.

These expenditures "multiply" their economic effects as they ripple through an economy. A 1980 study of Hawaiian tourism by the state's Department of Planning and Economic Development found that a visitor's \$1.00 direct purchase of food and beverage generated an additional \$.41 of indirect sales in Hawaii. As a result, \$ 1.41 worth of local sales was the yield from the visitor's initial \$ 1.00 expenditure.

An additional \$.54 was created from induced sales. The total of direct, indirect, and induced sales was \$ 1. 95 ($\$ 1.41 + \$.54$). When a "multiplier" for each category of sales was computed, it was found that, for each dollar spent by visitors in Hawaii in 1980, a total of \$ 2.04 in sales was generated. The \$2.04 included the \$ 1.00 spent directly by the visitor plus an additional \$1.04 created by indirect and induced effects.

National, state, and local governments are interested in the amount of employment and the amount of tax revenue generated by tourism expenditures.

二、Employment

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.

The multiplier which works for income also does the same for employment. If tourists stay at a destination, jobs are directly created in the tourism industry there. These workers and their families require their own goods, services, education and so on, giving rise to further indirectly created employment in shops, pubs, schools, hospitals. The value of the employment multiplier is likely to be similar to that of the TIM, assuming that jobs with average wage rates are created.

Recent developments in technology have tended to reduce labor requirements in the tourism generating areas(2014.10单选题). For example, computer reservations systems

reduce the need for booking clerks by tour operators, airlines and group hotel owners. In destinations, however, the nature of the industry requires a high degree of personal service, which means that less jobs have been lost through technological change.

三、Balance of Payments

In a national context tourism may have a major influence on a country's balance of payments. International tourists are generally buying services from another country and are therefore paying for "invisibles". Thus if a British resident goes on holiday to Spain there is an invisible payment on Britain's balance, and if an American tourist visits Britain, Britain's balance gets an invisible receipt. 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.

Throughout the 1970s Britain enjoyed a surplus on its tourism balance, reaching a peak of 1 166 million in 1977, the year of the Queen's Silver Jubilee. Since then, however, spending by British tourists going abroad has increased faster than receipts by Britain from incoming tourists, so that there is now a net deficit.

Most countries appreciate the contribution that incoming tourism can make to their balance of payments account, particularly those countries with good tourism facilities but little other industrial or agricultural export potential. They therefore take steps through their national tourist offices to maximize their tourist receipts. China now ranked ninth in the world in terms of tourism dollars. With an earning of 8.7 billion US dollars in tourism turnovers in 1995, which accounted for 5 % of the country's total export revenue of the year.

While 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. (2015.4单选题)

四、Investment and Development

Once good business and income levels have been generated in an area, because of its success businessmen and government agencies may be influenced to invest even more in that area. This is known by economists as an accelerator concept. Thus if tourism to area X booms and the value of TIM is high, rapid expansion may lead to yet more investment in both tourism and other industries. Some parts of Spain which started to earn money from tourism during the 1960s have been successful in this way, attracting both new tourism developments and other industries keen to develop in an economically successful area- Other countries have sought to emulate this kind of development by providing the initial boost to tourism.

Unfortunately there is no clear link between tourism growth and economic development, owing to many other complicating factors such as inflation, the ability of an area to diversify and the willingness of the local population to work hard. Investment therefore remains as risky as it does in any other industry.

Notes

1. balance of payments with the outside world —— 对外收支平衡
2. closely bound up with —— 与...密切相关
3. labor-intensive industry —— 劳动密集型产业

4. a buoyant level of tourism —— 蓬勃发展的旅游业
5. VAT — value added tax 增值税
6. Kurtaxe —— 疗养税
7. national income —— 国民收入
8. extras —— 各种额外费用
9. Barbados —— 巴巴多斯
10. Tourism Income Multiplier (TIM) —— 旅游收入增殖
11. a leakage —— (没有进入循环系统的)流失资金
12. generating areas —— 旅游产生地
13. balance of payments —— 收支平衡(2015.4汉译英)
14. invisibles —— 无形商品
15. an invisible payment on Britain's balance —— 英国账目上的无形支出
16. invisible receipt —— 无形收入(2015.10汉译英)
17. the balance of payments on the tourism account —— 旅游账目的收支平衡
18. the Queens Silver Jubilee —— 女王银婚周年
19. a net deficit —— 净逆差
20. subsidized exchange rates(2015.10英译汉) —— 特别补贴兑换率
21. refusal to grant exit permits (2015.4英译汉) —— 拒绝发放出境证明
22. an accelerator concept —— 加速器原则

Lesson 14 The Sociocultural Effects of Tourism

旅游对社会与文化的影响

本课学习重点

1. 了解: Significance of tourism
2. 了解: The sociocultural impacts of tourism

一、Significance of Tourism

The social significance stems from the greater appreciation of other cultures, institutions, ways of life and social structures which travel and tourism are said to facilitate. This is very true for the individual travellers who must enter into the very fabric of life of the countries visited to achieve their purpose. It is arguable if it is nearly as true for today's average tourist on a packaged holiday. The former must move around and live amongst the local nationals and be involved in various exchanges (business, cultural and social) with them. The latter is carefully cocooned in a group, usually of their compatriots atmosphere of their home country. Any trips outside are usually by carefully escorted coach or train. The contact and exchange with local people is often limited to ordering food and drink and buying souvenirs. Only in the case of 'special interest tours' might there be any cultural exchange. Even here this may take the form of carefully escorted group trips to a concert, the opera or museums and art galleries. In every case the courier might be a national of the home country or one so versed in the language and culture of that country that little cultural exchange is effected.

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.

In the ideal situation, tourism enhances awareness(2014.10单选题), knowledge and ultimately understanding between nationals, balancing in part the bias that a simple study of politics and utterances by politicians might give.

Tourism contributes to both preservation and development of the world's cultural heritage. It provides governments with the rational for the preservation of historical sites and monuments and the motivation for indigenous groups to preserve unique dimensions of heritage in the form dance, music, and artifacts.

One must also point to the evident benefits which tourism has brought to the culture of many countries, leading not only to locals widening their horizons but also to a regeneration in awareness and pride in their culture and traditions among the population. But for the advent of tourism many of these traditions would have undoubtedly died out. It is easy to ascribe cultural decline to the impact of tourism, whereas it is likely to be as much a factor of increasing technology and mass communication and the dominant influence of western

culture on the third world. In many cases tourism has led to the revival of interest in tribal customs in lesser developed countries and not just in these lands — the revival of Morris dancing in English rural communities owes much to tourism, as the national tourist boards have been quick to recognise, and the boards have also done much to renew interest in traditional local cuisine with their "Taste of England," "Taste of Scotland" and "Taste of Wales" schemes). Dying local arts and crafts have been regenerated and the growth of cottage industries catering for tourist demand has done much to benefit the economies of depressed regions.

The twenty-first United Nations General Assembly designated 1967 as the International Tourist year. It set the seal on the importance of tourism when it passed the following resolution unanimously: "tourism is a basic and most desirable human activity deserving the praise and encouragement of all people and all governments." Today tourism also has significance in furthering technological changes, in promoting religious understanding and sporting activities.

二、The Sociocultural Impacts of Tourism

The cultural and social impact on a host country of large numbers of people, sharing different value systems and away from the constraints of their own environment, is a subject being given increasing attention by social scientists and by the planners responsible for tourism development in the third world countries. The impact is most noticeable in the lesser developed countries (2015.10单选题), but is by no means restricted to these; tourism has contributed to an increase in crime and other social problems in New York and London, in Hawaii and Miami, in Florence and on the French Riviera.

Any influx of tourists, however small, will make some impact on a region, but the extent of the impact is dependent not just upon numbers but on the kind of tourists which a region attracts. The explorer, or tourist whose main interest is to meet and to understand people from different cultures and backgrounds, will fully accept and acclimatise to the foreign culture. Such travellers will try to travel independently and be as little visible as possible. However, as increasingly remote regions of the world are "packaged" for wealthy tourists and as ever-larger numbers of tourists travel farther afield to find relaxation or adventure, these tourists bring their own value systems with them, either expecting or demanding the life-style and facilities they are accustomed to in their own countries.

At its simplest and most direct this flow of comparatively wealthy tourists to a region has the effect of attracting petty criminals, as is evidenced by increases in thefts or muggings - a problem that has become serious in some countries of the Mediterranean, Caribbean and Latin America. The tourist may be seen as easy prey to be overcharged for purchases; London has recently been pinpointed as just such an area, with street vendors exploiting tourists in the sales of ice-cream and other commodities. Where gambling is a cornerstone of tourism growth, prostitution and organised crime often follows.

There are also a number of less direct, and perhaps less visible, effects on the tourist localities. The comparative wealth of tourists may be resented or envied by the locals, particularly where the influx is seen by the latter as a form of neo-colonialism as in the Caribbean islands or east African countries. Locals may come to experience increasing dissatisfaction with their own standards of living or way of life and seek to emulate the tourists. In some cases the effect will be marginal, such as the adoption of the tourists' dress or fashion, but in others the desire to adopt the values of visitors may be sufficiently extreme as to threaten the deep-seated traditions of the community.

Job opportunities and higher salaries attract workers from agricultural and rural communities who, freed from the restriction of their family and the familiarity of their home environment, may abandon their traditional values. One result of this is an increase in the breakdown of marriages and in divorce.

The problem of interaction between hosts and tourists is that any relationships which develop are essentially transitory. A tourist visiting a new country for the first time, and who may be spending not more than a week or two in that country, has to condense his experiences such that they become brief and superficial. Add to this his initial fear of contact with locals and his comparative isolation from them - hotels are often dispersed well away from centres of local activity - and opportunities for meaningful relationships become very limited. Nor are most such relationships spontaneous; contact is likely to be made largely with locals who work within the tourist industry or else it is mediated by couriers. Language may form an impenetrable barrier to genuine local contact and this limitation may lead to mutual misunderstanding. The relationship is further unbalanced by the inequality of tourist and host, not just in wealth; the tourist is on holiday, while most locals he comes into contact with will be at work which will often involve the host being paid to serve the needs of the tourist.

One must also remember that while the tourist's contact is fleeting, locals are in continuous contact with them throughout the season, which will affect their attitudes in their dealings with them.

With the constraints of time and place, the tourist demands instant culture.
(2015.4单选题) The result is what Dean MacCannell has termed staged authenticity in which the search by tourists for authentic experiences of another culture leads to that country either providing those experiences or staging them to make them appear as real as possible. Culture thus becomes commercialised and trivialised, as when "authentic" folk dances are staged for package tourists as a form of cabaret in hotels or tribal dances are arranged specifically for groups of tourists on an excursion. This trivialisation is exemplified in London by proposals in some quarters that the Changing of the Guard might be mounted more frequently each day to give a greater number of tourists the opportunity of viewing it!

Tourists will seek out local restaurants not frequented by other tourists in order to enjoy the authentic cuisine and environment of the locals, but by the very act of their discovering such restaurants these then become tourist attractions and ultimately "tourist traps" which cater for an increasing number of tourists, while the locals move on to find somewhere else to eat.

Tourists seek local artifacts as souvenirs or investments. In cases where genuine works are purchased this can lead to the loss of cultural treasures from a country. However, the tourist is often satisfied with purchasing what he believes to be an authentic example of typical local art, and this has led to the mass production of poorly crafted works (sometimes referred to as airport art), common in the African nations, or to the freezing of art styles in pseudo-traditional forms, as with the "mediaeval" painted wooden statues to be found in Oberammergau or other German tourist towns.

Some major potential impacts of tourism on the cultural environment	
Impact aspect	Potential consequences
History	<ul style="list-style-type: none"> ➤ loss of artifacts by unscrupulous sales people ➤ enhancement of museums with greater interest in cultural resources (e. g. the development of industrial or other specialised museums)

	<ul style="list-style-type: none"> ➤ changes in the cultural landscape (e. g. loss of traditional agriculture or a move away from traditional hut dwellings to houses built using more Western methods)
Traditional arts	<ul style="list-style-type: none"> ➤ the development of a market for traditional paintings, sculpture and crafts increasing the demand for local crafts people ➤ increased demand for traditional drama, music and dance ➤ renaissance of traditional festivals and other cultural and artistic events ➤ increased awareness of, and demand for, traditional literary forms
Language	<ul style="list-style-type: none"> ➤ changes in the vocabulary of language(e. g. the inclusion of Western words and phrases in language) ➤ the growth of minority languages (e. g. the growth of Welsh as an element of culture tourism)
Religion	<ul style="list-style-type: none"> ➤ increased importance of religious festivals and pilgrimages ➤ pressures on religious places and shrines as a result of increased visitor numbers ➤ decline in religious practices
Traditions	<ul style="list-style-type: none"> ➤ changes to the traditional economic order (e. g. a move away from self-sufficiency to dependency) ➤ pressures to adopt Western rather than traditional clothing ➤ dominance of leisure time by Western television ➤ increased variety of food (e. g. introduction of foods for tourists) ➤ changes in eating habits ➤ growth in the availability of international drink products and alcohol
Values and norms	<ul style="list-style-type: none"> ➤ Changes in <u>family structures</u>(2014.10汉译英-家庭结构) and values ➤ adoption of servile attitudes towards tourists ➤ increase in prostitution ➤ increase in criminality

1. H. M's Customs —— H. M 是 His (或 Her) Majesty 的缩写形式, 意为“陛下”。这里指英王陛下的(即英国的)关税收入。
2. a minor fiscal nuisance —— 一项小小的财政事务
3. enter into the very fabric of life —— 走入其真正的生活当中去。enter into意为“参加”、“进入”; very意为“真正的。”
4. the world's cultural heritage (2014.10英译汉)—— 世界文化遗产
5. but for...—— 若不是...倘没有...(句子谓语多用虚拟语气)
6. to ascribe cultural decline to the impact of tourism ——
认为文化的衰落是旅游业的冲击造成的
7. lesser developed countries —— 较不发达国家
8. Morris dancing —— 莫利斯舞(英国古代的一种化装舞蹈)

9. arts and crafts —— 工艺美术

10. cottage industries —— 家庭手工业

11. United Nations General Assembly —— 联合国大会

12. to acclimatise to... —— 适应...

13. "packaged" for wealthy tourists ——

意为这些地区作为包价旅游的目的地, 面向富有的游客。

14. the Mediterranean, Caribbean and Latin America ——
地中海地区, 加勒比海以及拉丁美洲

15. ... has been pinpointed as... —— 已被确认为...

16. the deep-seated traditions —— 根深蒂固的传统

17. form an impenetrable barrier to —— 对...构成一种不可逾越的障碍

18. instant culture —— 这里可译为“文化快餐”

19. the Changing of the Guard ——

英国皇室卫队的换岗仪式。在白金汉宫宫前广场举行的换岗仪式最为盛大, 每天(冬季则为隔日)11时半开始, 总计进行30分钟, 素来是观光游客一睹为快的“景致”。

Lesson 15 The Environmental Effects of Tourism 旅游对环境的影响

本课学习重点

1. 记忆: Sustainable development of tourism and its meaning
2. 了解: The environmental effects of tourism
3. 了解: Measures for the protection of tourist attractions from the impact of mass tourism
4. 了解: The future of tourism

Countries subject to rapid growth in tourism, particularly where this is confined to small regions, will experience not just economic change but also social and environmental effects which will have both political and economic consequences. Where the influx of tourists is international in scope these social effects are compounded. This was recognized by the OECD in its report on the impact of tourism on the environment: "A high quality environment is essential for tourism. On the other hand, the quality of the environment is threatened by tourist development itself which is promoted because of its economic importance." Or, to put it briefly, tourism destroys tourism. In this section we will deal with environmental consequences of mass tourism.

一、The Environmental Effects of Tourism

The technological complexity of twentieth century living has led to various forms of pollution which are both initiated and compounded by tourism development in general and by travel in particular. Any large-scale tourist movement increases air pollution from jet aircraft, car and pleasure-boat exhaust fumes. All three forms of travel can contribute to unacceptable levels of noise in rural surroundings, and the over-use motor boats in water recreation can damage the environment both by polluting the water and by the effects of constant "wash" eroding river banks.

Perhaps the most immediately apparent form of environmental "pollution" is aesthetic(2015.10单选题) rather than physical. As an area of scenic beauty attracts greater numbers of tourists, so the national landscape is lost to tourist development. The scenic countryside retreats before the growth of hotels, restaurants and other amenities catering for tourists' needs, while individual tourist attractions such as stately homes can, without careful control, suffer the consequences of providing for tourists' needs in terms of catering and toilet facilities and parking for coaches or private cars. A proliferation of directional signs or promotional material can reduce the visual appeal of a resort; at its extreme this is exemplified by some of the tourist resorts of the United States.

Again, lack of foresight in planning leads to a loss of harmony and scale in the construction of new buildings for tourists. The skyscraper hotel syndrome is ubiquitous, from Hawaii to Benidorm, and has led to conformity of architectural style owing nothing to the culture or traditions of the country concerned.

Thoughtless tourists contribute to visual pollution by littering in areas such as picnic sites and by desecrating monuments with graffiti; Stonehenge is now no longer directly accessible to the public because of vandalism to the stones by scratching and the use of aerosol spray paints. Litter is a seemingly ubiquitous consequence of tourist activity, and one which can

seriously detract from the quality of the natural environment and act as a hazard to wildlife. Many mass tourism resort destinations suffer from litter, giving the landscape an unclean and untidy appearance. In some places, streams have become so polluted with rubbish that trekkers are warned not to use the water.

A further problem of mass tourism is that created by congestion. The subject of congestion can be considered in three ways. There is first the question of the physical capacity of an attraction to absorb tourists; car parks, streets, beaches, ski slopes, cathedrals and similar features all have a finite limit to the numbers of tourists that can be accommodated at any given time. However, a second consideration is the psychological capacity of a site - the degree of congestion which tourists will tolerate before the site begins to lose its appeal. Quantifying this is no easy matter since perception of capacity will differ, not just according to the nature of the site itself but according to the market which it attracts.

In so-called wilderness areas, of course, the psychological capacity of region may be very low. The behaviour of tourists at wilderness sites will be a factor in deciding their psychological capacity. A third capacity is ecological in nature — the ability of a region to absorb tourists without destroying the balance of nature(2015.4单选题). 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. These range from the obvious impacts associated with the wholesale removal of vegetation and related wildlife, to more subtle effects on animal behaviour.

The ecological balance of a region can also be affected by "souvenir-collecting" by visitors. The removal of plants has given rise to concern in many areas of the world, and not only where rare plants are concerned. In Arizona visitors taking home cacti are affecting the ecology of the desert regions, while the removal of coral, either for souvenirs(2014.10单选题) collected by the public or for commercial sale by tourist enterprises, threatens some coastal regions of Australia and elsewhere. Open sites will suffer from the wear and tear of countless feet, particularly in fragile ecosystems(2014.10汉译英-

脆弱的生态系统) such as sand dunes. Many dunes have been destroyed or seriously eroded in the United States by the use of beach buggies and in the UK by motor cycle rallying. Footpaths in areas such as Snowdonia in Wales have been eroded by over-use, soil being loosened by the action of walkers' feet and subsequently lost through wind erosion.

二、Planning for Conservation

The idea of the management of tourist attractions and their protection from the impact of mass tourism is not new; as early as 1872, the United States established the first of its national parks at Yellowstone, and in Britain growing concern over the possible despoliation of the Lake District led to the formation of a defence society in 1883 to protect the region from commercial exploitation. The National Trust was also founded in the nineteenth century, to safeguard places of "historic interest and natural beauty." They promptly bought 4.5 acres of clifftop, together with over 150 stately homes, castles, villages, farms, churches and gardens.

There are now ten national parks in Britain, established under the National Parks and Access to the Countryside Act 1949. This Act also led to the designation of twenty-seven areas as "areas of outstanding beauty" meriting protection against inconsiderate exploitation.

Since then there have been numerous moves by government and private bodies designed to protect features of historical or architectural interest and areas of scenic beauty from over-development, whether from tourism or from other commercial interests. Abroad, too, Mediterranean and third world countries have awoken to the dangers of too rapid or uncontrolled development of tourism.

Planning, whether central or regional, is essential to avoid the inevitable conflicts arising between public and private sectors. Private enterprise, unrestricted, will seek to maximise its profits and this can often best be achieved by catering for high demand where this already exists rather than developing tourism in new regions. Airlines will find it more profitable to fill their services to London rather than encourage traffic to provincial cities, and hotels in a boom resort, seeking fast returns on their capital investment, will build large and comparatively cheap properties rather than concentrate on quality and design which will add to costs. Of course, it would be wrong to suggest that this will always occur - other organizations will see the market gaps left for better quality development - but without some form of central control to ensure good design and careful restoration of old buildings the original attraction of a traditional resort can be lost.

Local authorities can sometimes be a partner in this despoliation too, 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. Although the original scheme has since been curtailed, Britain designated certain "growth points for tourism" which were intended to concentrate future tourism development in areas of potential while relieving the pressure on other rural areas.

Countries with a long history of evolutionary tourism development such as Austria and Switzerland have successfully expanded tourism without destroying their environment, while Spain, whose tourism boom was more recent and sudden, experienced massive over-development along its shorelines on the east coast and in the popular Balearic islands until the government stepped in to arrest this exploitation. Countries on the brink of mass tourism, such as Mauritius and certain Caribbean islands, have adopted a more cautious approach from the outset; close government restrictions on hotel construction in Mauritius, for example, have led to tasteful developments of single- or two-storey buildings constructed in traditional local materials and in traditional architectural styles.

Government policies to attract larger numbers of tourists have given way to policies designed to attract particular tourist markets. While this has in most cases meant trying to attract wealthy "high — spend" visitors, in some cases it has led to a move to encourage visits by those who will have least impact upon local populations, i. e. those who will integrate and accept local customs rather than seek to export their own customs.

Lesser developed countries have taken dichotomous approaches in trying to resolve the visitor-host confrontation. In some cases, as in Senegal and Indonesia, positive attempts have been made to avoid the development of tourism "enclaves", thus ensuring more authentic contact with local inhabitants. Other countries, of which Tunisia is an example, have developed tourism resorts well away from populated areas, thus reducing the impact of tourists on the local populations. But what is needed is for tourists and locals to be educated to understand one another better and tolerate each other's values so that tourists in particular are

welcomed as guests in foreign countries rather than being seen as prospects for commercial exploitation.

三、The Future of Tourism

Forms of travel in the future will undoubtedly change greatly, influenced by changes in technology and in available energy sources. Aviation experts agree that the current development of the jet aircraft has reached a point where productivity and efficiency have peaked and the real costs of travel are unlikely to decline until some radical breakthrough in technology is achieved, probably well into the twenty-first century.

Some of the milder forecasts for the long-term future of travel have prophesied the coming of evolutionary forms of travel such as monorails operated by magnetism and floating on a cushion of air or travel in vacuum tubes in which a vehicle will travel at speeds of up to 800 kph. Others have predicted that technology, in the form of holographs to "re-create" an environment artificially around oneself, will make the desire to travel superfluous, or that recreation will take place in purpose-built "leisure cities" on the seabeds adjoining our coasts.

These predictions take us into the realms of science-fiction. We can be safer in forecasting those short-term changes which are reinforcements of current trends and which are likely to take place during what is left of the twentieth century.

Significant changes can be expected in the next few years in the field of business tourism. Some see advances in technology dispensing with the need for much of today's business travel, arguing that with closed-circuit television and inter-office computer linkups, personal meetings will not be necessary on present-day scales. The international conference marked could well be seriously affected by these developments, but many people believe that business people will continue to need personal and social contact with their colleagues, which will ensure the continuation of much of today's pattern of business traffic. The growth of the traveling businesswoman will doubtless continue, and hotels and other suppliers of tourist facilities will need to adapt their products to the special needs of female travelers to gain the support of this market.

Changes in the lifestyle of the young also threaten the traditional forms of holiday accommodation. The desire for greater flexibility, coupled with advances in "convenience" food and more adventurous eating habits, suggest that the swing to self-catering, with more meals out for "special occasions", will continue, at the expense of hotels and guest house accommodation, unless, again, these can be made attractive by providing a wider range of leisure facilities for their guests at no added expense. Activity and special interest holidays organized by small specialist tour operators will proliferate to cater for a more educated and adventurous tourist market.

The promise of more leisure time for millions, given no commensurate decline in living standards, is likely to lead to more, but shorter, holidays. This, coupled with advances in computer reservations systems which will permit the holidaymaker to select his holiday, book it and pay for it by direct debit to his account, all without leaving his armchair, suggests the likelihood of more impulse purchasing and a consequent decline in the traditional patterns of advanced booking. Indeed, if the consumer can "package" his own arrangements at home at the push of a button and can conjure up on his home TV screen all the images of the resorts he wishes to choose from, the question must be asked - Will this make the tasks of both tour operator and travel agent obsolete by the year 2000?

Notes

1. OECD —— Organization for Economic Cooperation and Development
经济合作与发展组织, 是1961年为促进经济进步和世界贸易而成立的国际组织, 80年代
会员国有澳大利亚、日本、加拿大、新西兰、美国及19个欧洲国家。
2. exhaust fumes —— 废气
3. Norfolk Broads —— (英格兰)诺福克郡的宽阔水面
4. pleasure craft —— 游乐船, 同 pleasure boat
5. As an area of scenic beauty attracts greater numbers of tourists, so the national
landscape is lost to tourist development ——
随着秀丽的风景区吸引的游客越来越多, 旅游业的发展也就意味着国家风景资源的丧失
。
6. Reno or Las Vegas in Nevada ——
美国内华达州的雷诺市或拉斯维加斯市。前者位于该州西部, 依山傍水, 景色优美, 为常
年度假胜地。后者位于该州东南部, 有著名的死谷国家纪念馆。
7. skyscraper hotel syndrome —— 摩天宾馆综合症
8. visual pollution —— 视觉污染
9. graffiti —— graffiti 的复数形式, 涂鸦。例: graffiti pollution 涂写污染
10. detract from —— make less the value of ...减损, 降低
11. physical capacity —— 物理容量或物理承载力
12. psychological capacity —— 心理容量或心理承载力
13. Bermuda —— 百慕大群岛(位于大西洋西北部)
14. Bournemouth —— 英国的伯恩茅斯自治市
15. Blackpool —— 英国的布莱克普尔自治郡
16. Derbyshire —— 英国的德比郡城市
17. August Bank Holiday —— 八月银行假日, 8月31日前的星期一
18. deter... from —— 同 prevent... from
19. Cannock Chase —— 坎诺克蔡斯区。英格兰斯塔福郡(Staffordshire) 上的一个区
20. the Midlands —— 英格兰中部地区

21. the ecological balance —— 生态平衡
22. ski pistes, cable cars, pylons —滑雪道, 缆车, 架线塔
23. Arizona —— 美国亚利桑那州
24. ecosystems—— 生态系统。指生物群落及其环境组成的功能整体。
25. sand dunes —— 沙丘
26. wind erosion —— 风蚀
27. the Acropolis in Athens —— 希腊雅典的卫城
28. Shakespeare's birthplace at Stratford-upon-Avon ——
艾汶河畔的斯特拉福镇, 为(英国著名戏剧大师)莎士比亚诞生地。
29. Yellowstone —— 美国西部一城市, 因“黄石国家公园”而著名。
30. the Lake District —— 位于英格兰西北部, 现为英国国家公园。
31. a boom resort (2015.4英译汉)—— 兴旺发展的旅游胜地
32. sympathetically designed projects ——
在(政府)赞同、支持的态度下制定的计划;考虑周全的计划
33. in keeping with —— 与...协调, 一致。这里keeping是名词, 意为“一致, 协调”。out
of keeping with...意为“与...不协调, 不一致。”
34. relieving the pressure on other rural areas —— 减轻对其他乡村地带的压力
35. tourism boom —— 旅游业的繁荣
36. on the brink of —— 处于...的边缘;濒临...例如: on the brink of doing
即将要做, animals on the brink of extinction 濒危动物
37. Mauritius —— 毛里求斯(非洲)
38. from the outset —— 从一开始
39. "high – spend" visitors —— 高消费游客
40. Senegal and Indonesia —— 塞内加尔(非洲)和印度尼西亚(亚洲)
41. tourism “enclaves” —— enclave指在一国境内的外国领土, 此处为借用的手法。
42. Tunisia —— 突尼斯(非洲)

43. moving from an industrial society to a post-industrial one —

从工业化社会向后工业化社会迈进

44. monorails operated by magnetism (2014.10英译汉)—— 靠磁力运行的单轨铁路

45. in the form of holographs —— 以全息照片的形式

46. dispensing with the need for much of today's business travel ——

(技术的进步)今天大部分的商务旅游成为多余

47. inter-office computer linkups —— 办公室间的计算机联网

48. at the expense of —— 归...付费

49. given no commensurate decline in living standards ——

在不考虑生活水准大幅下降的情况下

50. impulse purchasing —— 冲动购买(2015.10汉译英)

Chapter Seven Tourism in China 中国旅游

Lesson 16 An Assessment of China's Tourism Resources

中国旅游资源评价

本课学习重点

1. 记忆: The role of resources in China's tourism development
2. 记忆: Natural and human tourism resources in China
3. 了解: Recent developments in China's Tourism Resources
4. 了解: Problems in China's tourism resource development

一、The role of resources in tourism development

The role of resources is essential to tourism development. The entire tourism industry rests on a base of natural resources. Researchers have found that spatial variations of tourism are closely linked to the availability, accessibility and the nature of tourism resources. "Clearly, tourism does not occur evenly or randomly in space. Various types of tourism will have differing requirements for favorable growth, and certain sites, regions, or nations will be more favorable for development than others". China is endowed with a variety of tourism resources. The astonishing growth of tourism in China over the 15 years, has adequately illustrated that 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 place, China's attractiveness as a favored international tourism destination is attributed to its "5 000-year-old cultural civilization, wealth of national customs and varied geography and natural scenery." The following aims to examine the characteristics of distribution of China's tourism resources, national and cultural, and to assess their development in recent years.

二、Geography and Heritage: Natural and Human Tourism Resources

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. Located in the southeastern part of the 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. Most regions in China are influenced by the distinct monsoon climate with large daily and annual ranges of temperature and four clearly defined seasons. From north to south, China covers cold-temperate, intermediate-temperate, warm-temperate, and subtropical climatic zones.

The vast size of the territory and the varied geography provide China with beautiful landscapes and a dazzling array of natural and scenic wonders. China's shanshui (mountains and rivers) has overwhelmed visitors from all over the world. In addition to its fabled Five Mountains (Taishan, Shanxi's Hengshan, Hunan's Hengshan, Huashan, and Songshan), China has many other famous peaks with equally enchanting and picturesque

scenery(2014.10英译汉-风景如画的景色). Huangshan, Lushan, and Emeishan are also

among the most visited mountains in the country. A widely known saying among the Chinese people- "None of the Five Mountains need to be seen after coming back from Huangshan"- vividly describes the beauty of this mountain. There are also many great rivers in China. The mighty Changjiang (Yangtze River), with its breathtaking Three Gorges cliffs, is known the world over. Other spectacular views include:

- the Huangguoshu (Yellow Fruit Tree) Waterfalls on the Baihe River in Guizhou Province,
- the Hukou (Kettle Mouth) Waterfalls of the Yellow River in Shanxi Province,
- the famous karst (limestone) landscape along the Lijiang River between Guilin and Yangshuo, and
- the fantastic natural rock formations of Lunan Stone Forest in Yunnan Province.

Caves have always been the highlights(2014.10单选题) of China's natural tourism resources. There are thousands of caverns in Zhejiang, Guangxi, Guizhou, and some other southern provinces. Many of these caves are huge and filled with magnificent stalactites and stalagmites produced by the hydrolysis of carbonate rocks. Recently, scientists have discovered in Guizhou Province a 35.2 kilometer long cave, the Double River Cave, which is 3 kilometers longer than the Flying Dragon Cave in Hubei Province, previously the longest cave in China. Zhi jin (Gold Embroidery) Cave was found recently in Guizhou. Because of its grand view and unparalleled beauty, it is now known as the "nation's number one underground art museum".

Many of the most scenic localities are not only a gift of nature, but also the product of thousands of years of wisdom and hard work by the Chinese people. Among these places are Hangzhou's West Lake, Wuxi's Taihu Lake, Beijing's Summer Palace, and Suzhou's many picturesque gardens. Natural beauty and the human landscape are wonderfully intermingled in these places.

China's recorded history goes back over 4 000 years. This immensely long history of continuous economic and cultural development has left a rich legacy in many fields such as agriculture, handicrafts, science and technology, medicine, literature, architecture, art, and philosophy. The 6 700 kilometer-long Great Wall built over two thousand years ago, is one of the most magnificent ancient structures in the world. Foreign trade and cultural exchanges created the well-known Silk Road which linked China, with central and western Asia, and with the Greek and Roman civilizations. Thousands of life-size, terra cotta warriors and horses with wooden chariots, arranged in battle formation, were unearthed in the tomb of Qin Shi Huang, the first emperor of Qin Dynasty in Xian, Shaanxi province. The Forbidden City, (2015.4单选题) which was the Imperial Palace of the Ming and Qing Dynasties, has a total floor space of 720 000 square meters and is the largest ancient architectural complex still standing in China. The Grand Canal, a man-made waterway first built in the 6th century BC between Tianjin and Hangzhou, is the longest of its kind throughout the world. Among China's many ancient cities, Beijing, Changan (today's Xian), Luoyang, Nanjing, Kaifeng,

Hangzhou have all served as the political and economic centers of past dynasties. They are now known as the "Six Great Ancient Capitals". In addition, China has numerous temples, pagodas, statues, and cave carvings, many of which are associated with Buddhism, Daoism, and Confucius.

Social heritage and ethnic diversity are also part of China's rich and varied tourism resources. Many foreign visitors are fascinated with Chinese society and want to discover and learn more about it. On the other hand, Chinese society is also diverse. There are over fifty ethnic minority groups, and each of them has its own distinct customs and traditions. Researchers have found that ethnic neighborhoods are increasingly becoming popular tourist attractions in China. The motivations of travelers who visit those places include the desire to "observe colorful folk life, native costumes, and house types, and to partake of regional food". Yunnan Province, for example, has 24 minorities which account for about one-third of its 39 million people. An ethnic village complex has been built in this province and is a major tourist attraction((2015.10汉译英:旅游胜地). Each section of the complex has an

architectural style representative of a distinct minority group, and is tended to by real minority people. This miniature complex of different cultural landscapes and ethnic groups attracted over 1.6 million visitors in a period of nine months after it was opened in late 1992.

Festivals and public celebrations, together with a variety of other special events "are increasingly seen as unique tourist attractions and as destination image makers". For most Chinese, the spectacular, week-long celebration of the traditional Chinese New Year has always been the most important event of the year. Chinese, who live in Hong Kong, Taiwan, and Macao of our country, flood into the mainland during this time. Many overseas Chinese take this opportunity to have family reunions and hold various kinds of celebrations. There are also other major traditional festivals such as the Zhongqiu Festival (known as the Mooncake Festival in the West), and the Qingming Festival when the dead are mourned. In 1993, China identified 40 state festivals and celebrations that could serve to promote tourism. Most of these festivals feature one or more major cultural, social, or religious activities, such as

- the 1993 China Tourism and Shopping Festival,
- the Taishan International Mountain-climbing Festival,
- the Linxi International Calligraphy Festival, and
- the 1994 Leshan International Tourism and the Great Buddha Festival.

China is also known for its culinary arts, with over 5 000 traditional dishes of different flavors. Many westerners find Chinese cuisine delicate, exotic, and delicious. Each region has its own favored and distinct food. It is almost impossible to find appropriate words to describe the taste of the Chinese cuisine in general. Folklore characterizes the taste preference of people in different parts of China as "Sweet South, Salty North, Spicy East, and Sour West." This, however, does not come even near to a rough description of the diverse regional variations.

三、Recent Developments in China's Tourism Resources

Since the beginning of the 1990s, the tourism industry in China has encountered many new challenges. First, the international tourist market has expanded significantly. During the entire 1980s, Japan and the U.S. were the only countries that produced total numbers of arrivals over 100 000 each year. The number of markets of this size increased to five in 1991 and to 12 in 1992. It is anticipated that this number will increase to 14 by the end of 1993.

The total number of international tourist arrivals is expected to reach 40 million in 1993. In order to meet this increasing demand, it becomes imperative for China to further explore new resources, develop new facilities, and create more opportunities.

Secondly, a phenomenal growth in domestic tourism has occurred because of the increasing incomes of the Chinese people. China experienced 350 million domestic person-trips in 1993. This number is projected to reach 700 million by the year 2000. Even more than for international visitors, tremendous pressure exists for the rapid and extensive development of tourism resources to meet the needs of increasing numbers of domestic tourists.

A significant event, symbolizing recent development efforts, is the establishment of national level "Tourism and Vacation Zones". The national government expects to "elevate China's tourism industry, currently primarily rendering service to the short-term sightseers, to attract long-term tourists combining sightseeing and holiday. From proposals submitted by 26 places, the State Council has approved twelve for the establishment of long-stay tourist destinations. Funds for development are expected to come primarily from enterprises and individuals in Taiwan, Hong Kong, Macao, and the foreign countries.

A series of incentives and preferential policies have also been provided by the government to encourage such investments. The twelve Tourism and Vacation Zones, and the provinces in which these facilities are to be located, are shown in the following table.

Tourism and Vacation Zone	Province/city
South Lake	Guangdong
Jinshi Beach in Dalian	Liaoning
Lake Taihu in Wuxi	Jiangsu
Lake Taihu in Suzhou	Jiangsu
Old Stone Man in Qingdao	Shandong
Zhijiang River in Hangzhou	Zhejiang
Yintan Beach in Beihai	Guangxi
Hengsha Island	Shanghai
Dianchi Lake in Kunming	Yunnan
Meizhou Island and Wuyishan Mountains	Fujian
Yalong Bay Sanya	Hainan

Another important new development is to further utilize China's forest resources as tourist attractions. Up to February of 1993, China has opened 350 new forest parks with a total area of some five million acres. Almost two-thirds of these parks were developed in the 1990s. In addition, there are also 420 nature preserves nationwide, providing a strong resource base for future tourism development. Hunan Province, for example, has the most developed forest park systems. The 31 forest parks located in this province received over one million visitors and a total income of US\$5 million in 1992.

Today, the development of tourism resources is seen almost everywhere in China. Many tourist resorts and summer villas are under construction. Numerous cultural attractions and scenic spots are being reinstated, repaired, or remodeled. Some of the major new tourism projects reported in the Tourism Section by the People's Daily in 1993 include:

- seven tourism zones in Sanya City, Hainan Province,
- a tourist amusement park in Jinan, Shandong Province,
- Xinghe Amusement Park in Dalian, Liaoning Province,
- Taihu Villa in Jiangsu Province,
- Wanlian Villa in Tianjin,
- Xing Long Overseas Chinese Tourism Vacation City in Hainan,

- the Shenzhen Tourism Zone, Guangdong Province,
- Nandaihe Tourism City, Hebei Province,
- Dragon Spring Holiday Villa and the Qingposhan Tourism Villa in Sichuan Province,
- the Ninghai Holiday Center in Beihai, Guangxi Autonomous Region,
- the Milky Way Tourism Zone in Weifang, Shandong Province,
- White Dragon International Tourism City in Guangxi Autonomous Region,
- the Rice Fragrant Lake Tourism Zone in Beijing,
- the Golden Triangle Tourism Zone in eastern Sichuan, and
- a miniature Silk Road park in Xi'an, Shaanxi Province.

New and existing cultural, historical, and religious attractions are also being developed or refurbished. Some of these projects include:

- the Three Kingdoms Shu Han City in Chengdu, Sichuan Province,
- the Guan Du Ancient Battlefield Tourist Zone in Zhangmu, Henan Province,
- Kai Feng's North Song Cultural Tourism City, Henan Province,
- Hunan Zhonghua Homeland Park in Changsha Mawangdui, Hunan Province,
- Confucius' hometown in Shandong Province,
- the Xuan Zang Home Town Tourism Region in Henan Province, and
- China Great Buddha City in Xincang, Zhejiang Province.

四、Conclusion

The spatial organization of tourism has been an important subject of study for researchers. A scientific division of tourist regions can provide a useful reference for the government officials and tourism planners in making policies and allocating resources.

China has a variety of tourism resources because of its vast territory and its long-standing history. The general spatial configuration of China's tourism resources in relation to the levels of tourism development has demonstrated a strong regional 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.

Notes

1. in relation to —— 关于, 涉及
2. China is endowed with a variety of tourism resources ——

中国拥有丰富的旅游资源。to ...endow... with 赋予

3. is attributed to —— to attribute... to.的被动语态, 将..归因于...
4. the Eurasian Continent —— 欧亚大陆
5. "None of the Five Mountains need to be seen after coming back from Huangshan" ——
——“黄山归来不看岳”
6. stalactites and stalagmites produced by the hydrolysis of carbonate rocks ——
由碳酸盐岩的水解作用而生成钟乳石和石笋
7. terra cotta warriors and horses —— 兵马俑
8. the "Six Great Ancient Capitals" —— 六大古都

9. ... are associated with —— 与...有联系

10. Buddhism, Daoism, and Confucius ——

佛教, 道教和孔子。孔子学说即儒教, 英译为Confucianism。

11. social heritage and ethnic diversity —— 社会传统及民族多样性

12. ethnic minority groups —— 少数民族

13. to have family reunions —— 举家团聚

14. culinary arts —— 烹调艺术

15. the State Council —— 国务院

16. preferential policies(2015.10英译汉) —— 优惠政策

17. nature preserves —— 自然保护区, 同nature reserves

Lesson 17 Domestic Tourism in China: Policies and Development

中国国内旅游:政策及发展

本课学习重点

1. 记忆: Domestic tourism and its relation with the development of the economy
2. 了解: Domestic tourism development in China
3. 了解: Economic and socio-cultural impacts
4. 了解: Domestic tourism development measures
5. 了解: The future of China's domestic and its development strategies

一、Domestic tourism

Domestic tourism consists of leisure and business travel activities 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. Like many other socio-cultural and economic activities, travel and tourism follows the law of self-development, moving from lower level development to higher level development and extending from domestic travel to international travel. Travel and tourism is a form of modern consumer behavior. The realization of one's desire to travel depends not only on discretionary money and leisure time, but also on many complex social and political factors, including the social stability of the destination.

In general, the world's developed nations, owing to the advanced development of their economies and scientific technology, have experienced high levels of tourism demand and supply. Tourist facilities and services have been expanded and developed around the world to meet the rising demand of travelers from developed countries. But, the unbalanced levels of economic growth among different countries have led to disparities in tourism development. In developing countries, the low level of economic livelihood restricts the development of a domestic tourism industry. This is true even in those countries With a strong international tourism sector. Most of the people in the developing world are still struggling to make ends meet. Thus, leisure travel for them remains a distant dream.

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. Only after the economy of a developing nation has been improved, as measured by increases in personal income and more leisure time, can the development of mass domestic tourism occur.

While inbound international tourism often precedes the expansion of domestic tourism in a developing country, 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. The governments of the developing nations, therefore, should adopt policies and measures to coordinate and integrate the development of domestic tourism with inbound and outbound international travel. Only by coordinating and balancing the development of all aspects of domestic and international

tourism can a country's travel and tourism industry experience the greatest success and prosperity. One example of this in China is the use of older international hotels to serve the newly developing domestic market, while newer and more expensive international hotels are designated for the international market.

二、Domestic Tourism Development in China

Modern tourism in China began in the 1920s. The first travel agencies were established in Shanghai in 1923. These early travel agencies handled both domestic travel and outbound travel for Chinese citizens to visit foreign countries. Travel services for transportation, lodging, and meals were also provided for inbound foreign travelers. But this burgeoning tourism industry was short-lived, due to upheavals and continuous warfare in the country.

After the founding of the People's Republic of China (PRC) in 1949, the Overseas Travel Service (the predecessor of today's China Travel Service) and the China International Travel Service (CITS) were set up to service overseas ethnic Chinese who came back to visit their relatives, as well as foreign travelers, primarily coming from socialist countries. In 1978, China adopted an open-door policy for the country's economic reform. As a result, the travel industry became a foreign currency generator. The travel and tourism industry also became a vehicle for overseas visitors to conduct commercial, scientific, technological, and cultural exchanges.

However, when China first opened its door to the outside world, the tourism industry could not meet the demands of overseas tourists, particularly the demands for lodging, transportation, and communication. To alleviate the problems of infrastructure and superstructure development, the Chinese government gave special priority to the development of international tourism in the 1980s. The government policy for domestic tourism development during this period was to "take the local situations into consideration and develop a positive and steady domestic tourism". In other words, while it was not a high priority, domestic tourism would not be discouraged, and would be addressed as needed on a case by case basis.

In the 1990s, a major increase in the development of China's service industry occurred, driven by a tremendous growth in the country's economy. This was particularly pronounced after the Chinese Communist Party's (CCP) Congress in 1992 when it was declared that China would establish a market economy within the broad tenets of socialism. As a result of this policy, China's economy grew an amazing 12.8 percent in 1992 and recorded a phenomenal 13.9 percent increase in the first half of 1993 alone. The International Monetary Fund now rates China's GNP third in the world after the United States and Japan. The booming economy has translated into increased personal income. The structure of consumer spending has changed considerably and travel has rapidly become an important leisure activity pursued by many Chinese. In addition, the government has now begun to discuss the issue of developing the domestic tourism industry in China because the travel infrastructure and superstructure were finally considered adequate after a decade of development.

The coastal regions and major metropolitan areas were first to experience mass domestic tourism. At present, domestic travel and tourism in China has the following characteristics:

(1) Highly diversified market segments. The major market segments include: urban residents and wealthy farmers in and around the major metropolitan areas and coastal towns; incentive tours for employees offered by their companies; resort vacations arranged by various organizations and associations; public holidays and annual leave vacations for

employees; summer and winter break vacation travel by college and high school students; and leisure travel by retired people.

(2) The principal tourist generating markets are concentrated in the coastal regions and large metropolitan areas. There are very low levels of participation among residents in the less developed interior of the country.

(3) Per capita domestic tourist expenditures are low. The average per person/trip expenditure for domestic tourist between 1985 and 1992 was only RMB¥58. This amount, however, is expected to grow dramatically in the coming years.

(4) Operationally, all-inclusive package tours are not popular among domestic tourist, except when organized by their work unit. The majority of Chinese domestic tourists travel independently.

Due to the uneven distribution(2014.10英译汉-分配不均) of economic growth and wealth in China, these characteristics will probably continue for some time.

三、Economic and Socio-cultural Impacts

The rapid development of China's domestic tourism industry has had a great impact on the nation's overall economic development and on the cultural life of the Chinese people. Summarizing the development experience of China's domestic tourism industry over the past few years, one can identify five important economic and socio-cultural impacts.

1. The development of the domestic tourism industry creates employment opportunities. These domestic travel agencies generate many direct and indirect jobs, particularly in the most-visited tourist destination areas. The creation of these most-related jobs contributes to higher personal, income and a more stable society.

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. Like the growth in the number of travel agencies, these companies create new jobs and contribute to a more stable society.

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. Facing an increase in domestic tourist demand, many enterprises have begun to produce travel products and souvenirs with local materials and local cultural motifs. The production of travel merchandise and souvenirs can thus increase a company's profits and create more jobs.

5. With 56 ethnic nationalities, China has a great diversity(2014.10单选题) of cultural traditions. Domestic travel has the potential to strengthen local cultural traditions and better cultural understanding among people in different parts of the country.

四、Domestic Tourism Development Measures

To ensure the successful development of China's domestic tourism and better serve tourist needs, three development measures are proposed.

Proposal One More tourism facilities need to developed for domestic travelers. At present, domestic tourism is restricted by transportation system limitations. Railway development has been singled out by the government as the principal means of improving China's transportation network, but it will take time to build a sufficient national railway

system. In the mean time, domestic tourists are encouraged to take a variety of different modes of transportation for their travel.

Special attention should be paid to the fragmented nature of the tourism infrastructure and superstructure. Different levels of tourist facilities need to be developed, including tourist products for the luxury market, the midscale market, and the budget market. The domestic travel industry needs to constantly improve tourist products and coordinate the development of transportation restaurants, lodging, sightseeing, entertainment, and shopping activities. Capital investment will be needed to build tourist facilities. The sources for such investment should come from a concerted effort by the national government, local governments, foreign investors, Chinese collective enterprises, and even private Chinese investors.

Proposal Two 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. The domestic travel industry involves many governmental agencies and economic sectors each of which has its special interest in developing tourism. Disagreements may occur over development issues due to conflicts of interest. In addition, during periods of rapid growth in demand, consumers may not always be treated fairly by unscrupulous business people. An industry code of conduct could help to alleviate these problems.

Proposal Three The government should strengthen measures to guide the steady growth of domestic tourism. China has a huge population and is endowed with a rich diversity of tourism resources. In the rush to expand the country's service industry, many government agencies, government businesses, and private businesses have been enthusiastic in their efforts to develop domestic tourism. However, the country's overloaded transportation system and overcrowded destinations cannot continue to endure the current explosion of mass domestic tourism. Rapid development calls for government regulations and coordination. Based on general planning principles, with flexibility for local situations, the national government's tourism authorities should suggest guidelines for the domestic tourism industry. In the near term, it may be necessary to intervene administratively to correct poorly planned and constructed development projects.

五、Future Prospects

It is of paramount importance that government tourism authorities and travel business operators fully research and understand the domestic tourism market. By doing this they will be able to formulate effective strategic plans and apply efficient management practices. China's domestic tourism market has exploded into its initial stage in the development cycle. As the country shifts from a totally planned economy to a socialist market economy, the development of the domestic travel market deserves detailed analysis.

China's domestic tourism market has tremendous potential for future development. There were 330 million domestic tourists in China in 1992, and 360 million people are forecast to travel domestically in 1993. This volume of travel has significant impacts on China's economy and culture. The phenomenal expansion of the Chinese economy will spur the domestic travel market to continue to grow dramatically in the near future. At present, the development of domestic tourism services should be focused on the economically advanced coastal regions and major metropolitan areas. For instance, the Pearl River Delta in Guangdong Province is the largest generator of domestic tourists. This region is adjacent to Hong Kong and Macao and experienced greater exposure to the outside world than the rest of China. Residents of this region have higher personal incomes and come to enjoy travel as a modern way of life. The residents of the three municipalities of Shanghai, Beijing, and Tianjin

also have higher incomes and are more educated than much of China. They, too, have expressed a strong interest in travel to other parts of the country. In China's interior, some newly rich residents of smaller cities and wealthy farmers in rural areas will likely be the next major domestic tourism market.

As far as the demand for travel services is concerned, most luxury travel is still out of the reach of domestic tourists. Midscale and budget travel will continue to be the mainstay of China's domestic tourism industry. Consequently, there is a great need for midscale and budget level lodging accommodations in China.

The supply and demand equilibrium of China's domestic travel industry is at present unbalanced, with demand far exceeding supply. Domestic travel services in Shanghai, Guangzhou, Beijing, Hangzhou, Chengdu, and Xian have been improved the most in recent years. Travel agencies in these cities offer tours and other services that are sufficient to meet current tourist demand. In these cities, the travel supply and demand equilibrium tilts in favor of the tourist. But, the tourist is disadvantaged in the rest of the country, where service providers benefit from a lack of competition. This situation will change as the country shifts to a more market economy. Travel service operators will need to rid themselves of non-market practices used under the planned economy and design travel products centering around the needs and wants of tourists. This requires careful forecasting and analysis of the domestic tourist market and adjustments in management strategies and service orientations to satisfy different levels of domestic tourist demand.

To be successful in a competitive market economy, domestic travel services should design their travel products to suit tourist needs and market these products aggressively. In doing this, new travel products and promotions should consider the following:

(1) Sightseeing tours will be the primary tour product for the domestic tourist market. China is renowned for its rich and diverse physical resources and cultural heritage. These are also the major attractions for domestic tourists. Of the 1.3 billion Chinese population, 900 million are rural farmers. Many of them have never taken a leisure trip outside of their home country. Once they have the financial means to travel, they will go to see the ancient capital cities of China and other sites of its 5000-year-old civilization. On the other hand, urban dwellers want to go back to nature and visit areas with fascinating physical landscapes and bucolic rural scenes. Sightseeing tours to meet these varied interests should provide tourists with both an educational and cultural learning experience.

(2) Domestic travel agencies should design short distance tour products. Based on local conditions, short regional tours appeal to many tourists who cannot travel long distance because of time or money. These short distance tours can satisfy many domestic travel needs and also reduce the heavy burden on the transportation system for long-haul domestic travel.

(3) Special interest and special events travel should be developed by domestic travel services. More than 100 special travel festivals and activities were held in various places in the country in 1992. Those large-scale festivals and events were well received by domestic tourists because of their appealing content and participatory nature. Many of these onetime events could be developed into annual tourist activities.

(4) Regional cooperation in tourism development needs to be strengthened. Regional cooperation can help to avoid redundancy in the creation of tourist attractions and the copying of another region's cultural characteristics. Travel service operators should avoid a self-centered development approach in which they try to build everything within their own

territory. They should apply the law of the market economy to guide the development of their tourism industry and allow each region to capitalize on its intrinsic strengths.

(5) 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. Marketing should promote the nature, content, service, and value of travel products to potential consumers. Effective marketing strategies can enhance a travel product's popularity and persuade potential consumers into becoming traveling tourists. If a tourist's pre-tour expectations match the actual travel experience, they will feel satisfied and tell their families and friends about their experience, thereby providing word of mouth publicity.

In conclusion, China has great potential for the development of its domestic tourism industry. As the tourism development experience of other countries has shown, there is a close, positive correlation between increased personal income and increased travel activities. As one of the most rapidly growing economies in the world in the 1990s, China is now experiencing the initial stage of the domestic tourism development cycle. The demand for travel related products and services will increase dramatically in the near future.

As China's economy shifts to a more market system, the domestic travel industry will face increasing challenges in a more highly competitive environment. This will require domestic travel services to constantly study their market conditions, design travel products according to the needs and wants of tourists, and sell their travel products effectively to potential markets. A successful domestic tourism industry in China relies on two levels of coordination and operation. National and provincial governments need to monitor regional trends in domestic travel patterns and develop measures for guiding domestic travel growth. At the individual business level, domestic travel services need to implement systematic management practices and operations. China can only develop a successful domestic tourism industry if there is a well-coordinated effort between the government and the private travel industry.

Notes

1. in response to —— 与...相呼应
2. ...is very closely related to... —— 与...是密切相关的
3. a form of modern consumer behavior —— 现代消费行为的一种形式
4. a strong international tourism sector —— 实力强大的国际旅游服务部门
5. make ends meet —— 使收支相抵, 量入为出
6. ...give priority in their strategic tourism planning to the development of international tourism —— 在其旅游战略规划中, 优先考虑发展国际旅游
7. hard currency —— 硬通货, 即可兑换外币的货币。
8. burgeoning tourism industry —— 刚刚萌芽的旅游工业
9. on a case by case basis —— 依据具体情况具体处理的原则

10. the International Monetary Fund —— 国际货币基金组织
11. GNP —— gross national product的缩写, 即国民生产总值(2015.4汉译英)。
12. the structure of consumer spending —— 消费结构
13. the less developed interior of the country —— 国内较不发达的内陆地区
14. all-inclusive package tours —— 价格全包旅游
15. non-commodity currency(2015.10英译汉) —— 非商品货币
16. rates of inflation —— 通货膨胀率
17. the luxury market, the midscale market and the budget market ——
豪华市场, 中级市场及廉价市场
- 18 “industry code of conduct” ——
“行业行为规范”, 目前中国国家旅游局正在起草第一部《旅游法》。
19. in the near term —— 在近期内
20. into its initial stage in the development cycle —— 进入发展周期的初始阶段
- 21 As far as the demand for travel services is concerned —— 就旅游服务的需求而言
22. the supply and demand equilibrium —— 供求平衡关系
23. In these cities, the travel supply and demand equilibrium tilts in favor of the tourist.
—— 在这些城市, 旅游供求平衡关系向有利于旅游者的方面倾斜。
24. long-haul domestic travel —— 国内长距离旅游

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

中国旅游：机遇、挑战与策略

本课学习重点

1. 记忆: Opportunities for further tourism development in China
2. 了解: Challenges that China's tourist industry faces
3. 了解: Appropriate government strategies and policies

一、Opportunities

Opportunities for further tourism development in China are widespread, and much of it is self-evident. 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. This form of tourism has been growing steadily over the years, but is still comparatively meager. The growing market in ecotourism in the developed world will find considerable opportunities in China.

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.

The success of China's market-oriented reforms has drawn attention worldwide, from politicians to business circles and the general public. Finally given an opportunity, the Chinese people are demonstrating the entrepreneurial skills and ingenuity that have made expatriate Chinese so economically successful the world over. There is little doubt that, barring any unpredictable upheavals, China will soon be as successful in the tourism business as any competitor in the international marketplace.

China's rapidly developing business environment is already responsible for a major part of the growth in tourism in recent years. Not only are foreign investments coming into the country, but so are increasing numbers of entrepreneurs, who typically combine pleasure with their business trip. This component of the visitor market will likely increase in the coming years.

In addition, the resumption of member status in GATT provides other opportunities for China's tourism development, including:

- * fewer formalities and barriers for cross-border travellers,
- * reductions in travelling costs as a result of global competition,
- * removal of some protectionist policies, and
- * improvement in communication, financial transactions, and information facilities.

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.

Our central government maintains great authority over the direction that development takes at the local level. Recent policies allowing the expansion of domestic tourism is one positive example of this influence. If used effectively, this authority can constructively guide China to overcome the many challenges it faces in tourism development in the 1990s, and beyond.

二、Challenges

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(2014.10英译汉-积极的旅游形象) 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.

Of all aspects of the tourism industry, hotel management and operations experienced noticeable improvement thanks to the transfer of management know-how through joint-venture operations and foreign management companies. But, travel service management and aviation operations are still lagging behind. In travel service operations, the lack of service attitude and the low productivity of tour guides are major hindering factors on the improvement of visitor satisfaction. The lack of a central reservation system for transportation and accommodations often causes low efficiency in operations and inconvenience to the travelers. Systematic travel service management and operations are badly needed to improve visitor experience and satisfaction.

With the gradual liberalized aviation policy, China now has at least a dozen of domestic airlines. Some of the airlines are poorly staffed and equipped because of the shortage of qualified pilots and air-traffic controllers in the country to meet such dramatic growth. As a result, flight safety has been a major concern for travel in China. There is a lack of experience and proper equipment for effective airport security. Improved airport security and flight safety are vital for China to further promote its tourism industry.

三、Strategies

We should persist in our economic policy of developing tourism, and more supporting policies favorable to the industry should be formulated. The continued building of transportation infrastructure remains a development priority, including airport facilities, rail systems, and highway development. Only with a well-established transportation network, can we efficiently move its rapidly increasing numbers of international and domestic tourists.

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. Communication and education between the government and local populations should also be carried out in order to

avoid or reduce the negative impacts of tourism economically, culturally, socially, and environmentally.

Choice and adjustment to target markets should be made according to the changing trends of international tourism, with products being introduced and renovated according to the needs of both international and domestic travelers.

One example of a rapidly growing international travel market is nature- and culture-based ecotourism. Ecotourism is one of the most rapidly growing forms of specialized travel in the West, with central American countries, such as Costa Rica, being the principal destinations at present. Ecotourists are often willing to pay a premium to experience cultures and environmental adventures in an authentic manner. The dominant emphasis on mass tourism that pervades most of the development in China is anathema to the interests of ecotourists. Much of China, especially in the more peripheral regions, is still an ecotourism paradise. The government should act now to preserve the remote and fragile environments and cultures that may prove to be one of their most important tourism resources in the future.

We also need to pay greater attention to the management and protection of our more accessible tourist resources. The degradation and destruction of tourism resources by careless development or uncontrolled tourist use can destroy the drawing power that pulls the tourists to China at the first place. A demand-based, environmentally sustainable, and culturally sensitive development strategy is needed to guide our resource assessment and development. These are issues that tourism developers are facing in many developing countries, and we should actively take part in the international discussion on how to best resolve these problems.

It is strongly recommended that we take greater steps to provide better quality guest service to improve the visitor's experience and satisfaction. The concept of service is not well accentuated in China's tourism industry, and visitor discontent and complaints often derive from the poor attitudes and service they encounter. Now that most of service employees regularly expect and accept gratuities from the international tourists, they must begin to provide the level of services acceptable by the international standards. Otherwise unhappy visitors will further tarnish the image of our country and we will lose repeat business, as well as potential new visitors. Service is really an attitude. The teaching and training of service at schools and workplaces need to focus on developing proper attitudes in tourism workers.

A long-term, sustainable development approach supported by adequate infrastructure, well-trained human resource, and aggressive marketing plan (2015.10单选题) could bring international and domestic tourism development in China to the new heights by the year 2000, and beyond.

Notes

1. densely crowded cities —— 人口稠密的城市
2. agricultural villages nestled in lush tropical vegetation —— 热带植物环抱的村寨
3. specialized tourism ——

专项旅游(2015.10汉译英), 如探险旅游、生态旅游、教育旅游、朝圣旅游等等

4. ecotourism —— 生态旅游
5. tertiary industry —— 第三产业(2015.4汉译英)

6. enjoy more preferential government policies —— 享受政府更多的优惠政策
7. ASEAN countries —— 东南亚国家联盟
8. Columbia, Chile, and Uruguay —— 哥伦比亚, 智利和乌拉圭
9. market-oriented reforms —— 以市场为导向的改革(2015.4汉译英)
10. entrepreneurial skills and ingenuity —— 企业经营技巧与创新
11. expatriate Chinese —— 同 overseas Chinese
12. barring —— 除...以外(介词)
13. the resumption of member status in GATT ——
意为关贸总协定成员国地位的恢复。GATT 为 General Agreement on Tariffs and Trade的缩写, 即关税及贸易总协定, 是世界贸易组织(WTO: World Trade Organization)的前身。
14. vie with each other for... —— 为.....而互相竞争
15. quick access to information —— 信息途径快捷
16. peripheral environment —— 周边环境
17. management know-how —— 管理方面的实际技巧、经验
18. severe environmental degradation from heavy usage ——
由于使用频繁而造成的严重的环境恶化
19. cross-border travel(2015.10英译汉)—— 横穿边境的旅行
20. resulted in —— 导致
21. enhancing human capital through training and education ——
通过教育与培训来增强人力资本的实力
22. certified travel counselor(CTC) (2015.4英译汉) —— 持有证书的旅游顾问
23. target markets —— 目标市场
24. non-profit overseas offices —— 非赢利性海外机构
25. Costa Rica —— 哥斯达黎加(拉丁美洲)
26. pay a premium —— 交学费, 此处为比喻的手法。
27. the drawing power —— 吸引力
28. annual receipts —— 年收入

29. in line with —— 与...一致, 符合。此处可译作:为配合这一计划...

30. to give full exposure to China's tourism resources —以充分展现中国的旅游资源