

Chapter Two The Tourist

Chapter Two The Tourist

Lesson 4 Defining the Person

**学习目的和要求**

了解国际旅游者和国内旅游者的定义。

**学习要点**

1. International travel

The first recommendation made by the Committee of Statistical Experts

The modification made by the IUOTO

Distinction between tourists and visitors drew by 1963 Conference on International Travel and Tourism

The distinction made between tourists and day visitors or excursionists suggested by the Expert Statistical Group

Terms and associated definitions published by the WTO in 1981

2. Domestic travel

WTO's guidelines for the definition of domestic tourism

Definitions made by the United States

Definitions made by Canada

Definitions made by the United Kingdom

**重点知识讲解**

1. The first recommendation made by the Committee of Statistical Experts

知识点解读: The WTO guidelines are based on the first recommendations made in 1937 by the Committee of Statistical Experts of the short-lived League of Nations. 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.

2. The modification made by the IUOTO

知识点解读: IUOTO resurrected and modified the definition of international travel in 1950 by including students on study tours as tourists and by specifying a new type of traveler called an international excursionist. An excursionist is an individual traveling for pleasure who visits another country for less than 24 hours.

3. The distinction between tourists and visitors drew by 1963 Conference on International Travel and Tourism

知识点解读: In 1963, the 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.

4. The distinction made between tourists and day visitors or excursionists suggested by the Expert Statistical Group

知识点解读: A tourist was the person who stayed overnight, and day visitors or excursionists who did not.

5. Terms and associated definitions published by the WTO in 1981 ★

知识点解读: International visitor is an individual who enters a country that is not his usual place of residence and who is not: (1) Intending to emigrate or to obtain

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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. International tourists are those who spend at least one night in accommodation in the destination country.

International excursionists are those who do not spend at least one night in accommodation in the destination country. These include visitors who are passengers on board cruise ships 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.

#### 6. WTO's guidelines for the definitions of domestic tourism★

知识点解读:

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

#### 7. The definitions of a domestic tourist and a domestic excursionist by WTO

知识点解读: 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 purpose of recreation, holiday, 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.

#### 常用短语

1. evolve out of 从...演变而来
2. take up 从事; 占用; 对...产生兴趣
3. be identical to 与...相同
4. be classified as 被分类为...
5. result from 由...造成, 由于
6. in the capacity of 以...身份, 以...立场
7. define...as 把...解释为

#### 旅游术语

excluded by direct reference                      en route  
the International Union of Official Travel Organizations (IUOTO)  
transit travelers                                      Expert Statistical Group  
an international excursionist                      international bodies

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the United Nations Conference on Trade and Development

lay-over

border worker

on board

cruise ships

### 例题讲解

### Phrase translation

1. an international excursionist (2010. 10 真题)
2. transit travelers

Answers:

1. 国际短程旅游者
2. 过境旅游者

## Lesson 5 Determining Factors of Tourism

### 学习目的和要求

了解实现旅游活动的客观条件、旅游动机及旅游动机与马斯洛的需求层次的关系。

### 学习要点

1. Objective conditions of tourism
  - Positive effects on demands
    - discretionary incomes
    - increased educational standards
    - increased leisure time
    - improved transport
  - Negative effects on demands
    - life cycle of the family
2. Motivations of tourism
  - Needs
  - Wants
  - Motives
  - The role of marketing
  - Maslow' s hierarchy of needs model
  - The relationship between needs, motives, and references from the tourism literature

## 重点知识讲解

1. The relationship between a need and a want★

知识点解读: 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, for

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example, that the purchase of an airline ticket to visit parents will result in feelings of love and affection for them, thereby helping satisfy that need. Although a person may want satisfaction for a need or needs, no action will be taken until that person is motivated.

## 2. The role of marketing★

知识点解读: The role of marketing is to transform needs into wants by making the individual aware of his or her need deficiencies, to suggest objectives—cruises, flights, or vacations—to satisfy needs, an awareness of which has already been created, 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.

## 3. Maslow's need theory★

知识点解读: Maslow's needs are arranged in a hierarchy: physiological, safety, belonging and love, esteem and self-actualization. The hierarchy suggests that lower needs demand more immediate attention and satisfaction before a person turns to the satisfaction of higher-level needs. To this original list two intellectual needs were added: to know and understand, and aesthetics.

## 4. The relationship between Maslow's needs and motivations in travel literature

知识点解读: Those who say they travel “to escape” or “to relieve tension” can be seen as seeking to satisfy the basic physiological need. 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 the need for belonging and love for companionship and social interaction. Travel can certainly boost one's ego, i.e. the need for esteem. 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.

### 常用短语

1. indulge in 尽情享受, 沉溺于
2. begin with 以...开始
3. result in 引起, 导致
4. be influenced by 受...影响
5. lay out 设计, 展开, 展示
6. opt for 选择
7. submit to 服从; 屈服, 认输; 提交, 呈递
8. adjust to 调节; 使适合; 适应
9. embody in 包括; 收录

### 旅游术语

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net discretionary incomes  
accommodation and support facilities  
dealers in dreams  
homeostasis  
**the idea of prepotency**  
**net earnings**  
**in off-peak periods**  
paid holiday  
**international holiday**  
**annual holiday**  
**per capita average expenditure**  
travel literature  
tension reduction  
boost one's ego

### 例题讲解

Phrase translation

1. Maslow's hierarchy of needs model
2. home resorts
3. 智能需求
4. 一日游

Answers:

1. 马斯洛的需求层次模式
2. 国内旅游点
3. intellectual need
4. day trip

the life cycle of the family  
the mode of travel  
need deficiencies  
end objective  
the head of the household  
home resorts  
associated facilities  
economic recession  
bus and coach tour  
**day trip**  
spa vacation  
**intellectual need**  
tourism literature references  
act out one's self-image

## Lesson 6 Types of Tourists and Their Needs

### 学习目的和要求

了解按内容划分旅游者的类型及其需要

### 学习要点

1. Reasons for travel
2. Pleasure
  - The characteristics of rest and relaxation
  - The characteristics of cultural visits
  - The characteristics of educational visits
  - The characteristics of exotic and unusual holidays
  - The characteristics of travel as a norm of behavior
3. Business travel
  - Five points which influence decisions for business
  - The main characteristics of business travel

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Business travel in the United States

Business travel in Britain

### 重点知识讲解

#### 1. The characteristics of rest and relaxation★

知识点解读: 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.

#### 2. The characteristics of culture visits

知识点解读: To the cultural visits, the location and availability of the cultural event will determine the destination selected, thus the standard of accommodation will not be of prime importance.

#### 3. The characteristics of educational visits

知识点解读: 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.

#### 4. The characteristics of exotic and unusual holidays.

知识点解读: If they enjoy their holidays they will take what is available and neglect the discomfort.

### 常用短语

1. depend on 依赖, 相信
2. appropriate for 适合, 合适
3. on offer 出售的; 减价售出的
4. in character with 与...相一致
5. ascribe to 把...归于
6. be addicted to 沉溺于
7. range from...to 在...范围内
8. tailor to 适合

### 旅游术语

the jargon of marketing

cultural visit

exotic and unusual holidays

rare flora and fauna

travel for travel's sake

the foregoing

price inelastic

the support services

educational visits

all and sundry

local color

the done thing

business traveler

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### 例题讲解

Passage translation

Tourist taking holidays for educational purposes, whether to learn something or to attain new knowledge, will choose destinations appropriate for this purpose.

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Again the type and standard of accommodation are of secondary importance. For example, people wishing to study art, music or another skill are now accepting accommodation in universities and colleges that run such courses during the vacations. There may be a certain cachet attached to this and frequently the customers are those with limited means. They find the low costs linked with the learning aspect as representing very good value. 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.

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