

<<旅游管理专业英语>>

图书基本信息

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## 前言

当代旅游业已经发展为世界上规模最大和发展势头最强劲的产业，旅游业发展之快，产业带动力之强，使许多国家和地区都纷纷把旅游业作为经济发展的重点产业和先导产业。

伴随着全球经济的不断发展，人们收入和闲暇时间的增多，交通和通讯技术的不断进步，以及冷战结束后政治隔障的消除等因素，全球旅游产业的规模正加速扩大，参加旅游的人数还将继续增加。

据世界旅游组织预测：到2010年，全球旅游者将达到100亿人次，其国际旅游者将达到10亿人次；到2020年，全球旅游者将达到160亿人次，其国际旅游者将达到16亿人次。

大众化旅游时代的到来，使旅游日益成为现代人类社会主要的生活方式和经济社会活动，旅游业也以其强劲的发展势头而成为全球经济产业中最具活力的“朝阳产业”。

在近二十年的发展历程中，中国旅游业取得了令人瞩目的成就，由传统的接待事业一跃转变为国民经济新的增长点，并由过去单一的观光型旅游发展成为集观光、度假、商务、会展、研修等多功能为一体的复合型旅游。

中国旅游业的综合实力已被列为世界第五。

按照世界旅游组织的预测：到2020年，中国将成为世界第一大旅游接待国和第四大旅游出境国。

专家们预测：“21世纪，中国将成为世界主要的旅游中心。”

中国旅游业持续高速增长，既依托于旅游教育整体水平的提高，也有力地推动了旅游教育的迅速发展。

截止到2001年，全国高等旅游院校和已开办旅游专业的院校已发展到200多所，形成了培训、职高、大专、本科、硕士、博士层次完备的旅游教育体系，教育服务旅游、旅游促进教育的旅游与教育互促相长的格局已经形成。

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### 内容概要

《旅游管理专业英语》是面向21世纪高等学校旅游管理专业系列教材之一，是教育部“高等教育面向21世纪教学内容和课程体系改革计划”的研究成果，同时也是“十五”国家级规划教材。

《旅游管理专业英语》共分15课，每课由课文、翻译与写作练习、企业案例、术语解析、企管精英小传及参考文献6部分组成；为给旅游管理专业学生在专业英语方面进一步深造和学习用英语开设的管理类课程打下坚实基础，选材除包括旅游管理的重要课题和宏观旅游问题外，还有管理的基础理论；《旅游管理专业英语》还提供了文献阅读理解、专业问题研讨、中英互译、案例分析等多种旅游英语技能操练。

《旅游管理专业英语》除作为高校教材外，也可供有一定英语基础的旅游业中高级管理人员培训及自学之用。

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## 章节摘录

Weber believed bureaucratic structure could eliminate the variability that results when managers in the same organization have different skills, experiences, and goals. Weber advocated that the roles themselves be standardized so that personnel changes would not disrupt the organization. He emphasized a structured, formal network of relationships among specialized positions in an organization. Rules and regulations standardize behavior, and authority resides in positions rather than in individuals. As a result, the organization need not rely on a particular individual; but it will realize efficiency and success by following the rules in a routine and unbiased manner. According to Weber, bureaucracies are especially important because they allow large organizations to perform the many routine activities necessary for their survival. Also, bureaucratic positions foster specialized skills, eliminating many subjective judgments by managers. In addition, if the rules and controls are established properly, bureaucracies should be unbiased in their treatment of people, both customers and employees. The classical approaches provided the foundation for management and organizations as they exist today. These approaches responded primarily to the pressing issues of their times, particularly the need for internal organizational efficiency. Their collective contributions were focused on the basic activities of managers and the coordination and direct supervision of the work force. With the exception of human relations and a few contributions of administrative management, the classical approaches emphasized formal aspects of the organization. Individually, they ignored the broader role of the organization in its environment. The more recent approaches to management recognize some of these deficiencies and attempt to overcome them.

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