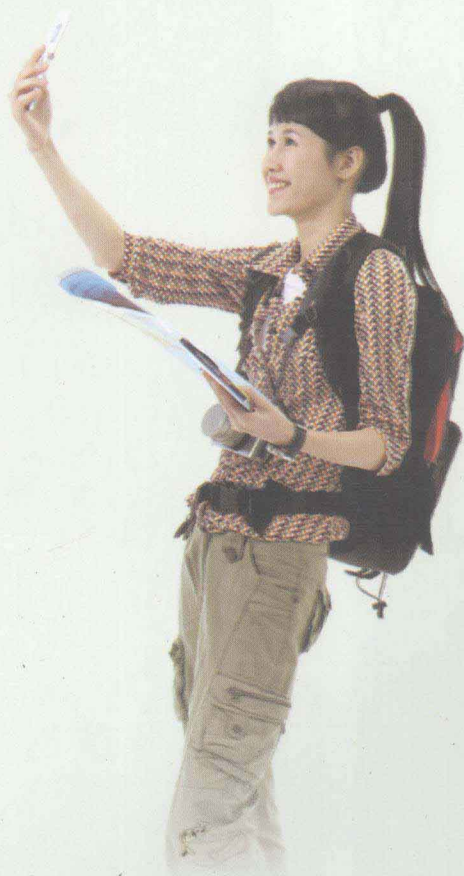


普通高等教育“十二五”规划教材

Tourism 旅游英语

English

主编 李东芳



西北工业大学出版社

WESTERN POLYTECHNICAL UNIVERSITY PRESS

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【内容简介】 本书包括两个部分。第一部分详细介绍了中国旅游的方方面面,从中国人的生活方式到中国的历史、地理、书画、餐饮、交通、邮政通信、中国旅游的未来等,共 10 个单元;第二部分结合涉外旅游事务,精要介绍了河南重要的旅游景点,共 4 个单元。每单元后都精心设置有练习题和口语练习部分,将实用性、趣味性、知识性和时代性融为一体,体现了学与用的最佳结合。

本书既可作为高等职业学校、高等专科院校、成人高校、本科院校旅游专业及其他相关专业的教学用书,也可供五年制高职院校、中等职业技术学院相关专业学生使用,并可作为旅游从业人员和广大旅游爱好者的参考读物。

图书在版编目(CIP)数据

旅游英语/李东芳主编. —西安:西北工业大学出版社,2011. 7
ISBN 978 - 7 - 5612 - 3106 - 7

I. ①旅… II. ①李… III. ①旅游—英语 IV. ①H31

中国版本图书馆 CIP 数据核字(2011)第 131656 号

出版发行:西北工业大学出版社

通信地址:西安市友谊西路 127 号 邮政编码:710072

电 话:(029)88493844 88491757

网 址:www. nwpup. com

印 刷 者:新乡市凤泉印务有限公司

开 本:787 mm × 1 092 mm 1/16

印 张:14. 5

字 数:316 千字

版 次:2011 年 7 月第 1 版

2011 年 7 月第 1 次印刷

定 价:29.00 元

前言

随着中国加入世界贸易组织(WTO)以及2008年北京奥运会、2010年上海世博会等一系列具有重大意义的国际性活动的成功举办,中国的旅游业尤其是海外游客入境游得到了迅猛的发展。这既为旅游业创造了良好的发展机遇,又使其面临着严峻的挑战,尤其是在人才培养方面。本书适应旅游业管理和服务人才培养的需要,旨在丰富学生的文化知识底蕴,提高旅游从业人员的口语交际能力,使学生深入了解我国的旅游文化内涵,能用地道的英语向海内外游客介绍我国悠久的历史 and 秀丽的山水。

中国文化专题介绍是本书的一大特点。旅游作为一种文化性很强的经济产业,作为旅游者了解异国情调、游览他乡风物、体认异地文化的一种活动,必然要求注重甚至倚恃文化内涵,突出民族特色、地方特色。本书第一部分详细地介绍了中国文化,这些文化专题都是在旅游实践中收集的外国游客最感兴趣、最想了解的。通过翔实、深入的剖析,引领读者进入独具魅力的中国文化和人文世界。

本书的第二大特点是对河南旅游做了精要的介绍,既满足了旅游从业人员的需要,也有力地填补了市场空白。作为历史文化资源大省和自然景观荟萃之地,河南正吸引着越来越多的游客前来旅游观光。本书结合旅游实践,介绍了外国游客最为青睐的河南旅游景点,材料新颖,脉络清晰,将引领读者展开一次美妙的河南之旅。

本书的另一特点是注重实用性。根据涉外旅游工作对导游等从业人员的要求,书中比较全面地介绍了涉外导游工作的各个程序和方面。口语练习部分内容丰富,形式多样、图文并茂,力图增加学生的学习兴趣,极富现场感的情景对话与生动的图片资料紧密结合,使学生能在轻松的氛围中理解和应用。

本书由李东芳担任主编,樊慧、王新芳担任副主编。具体分工如下:李东芳编写了Unit1—8;黄淮学院樊慧编写了Unit9—11;黄淮学院王新芳编写了Unit12—14。在编写过程中,广泛吸取了现有的研究成果,引用了其中有关的文献资料,谨向这些作者致以诚挚的谢意!

由于学识有限,书中不妥之处在所难免,敬请读者批评指正。

编者

2011年4月

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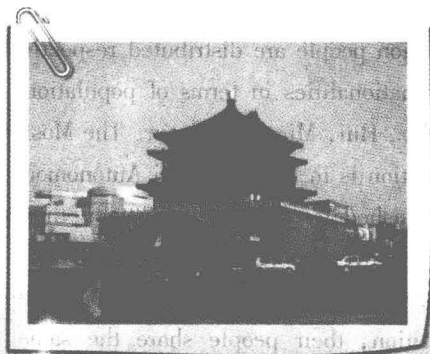
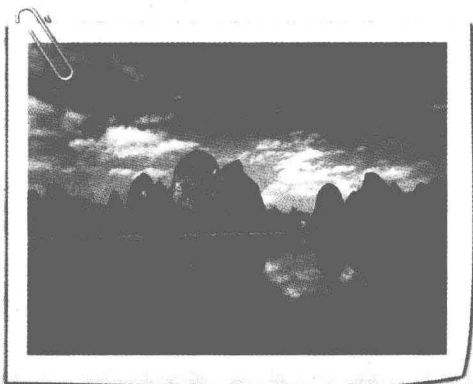
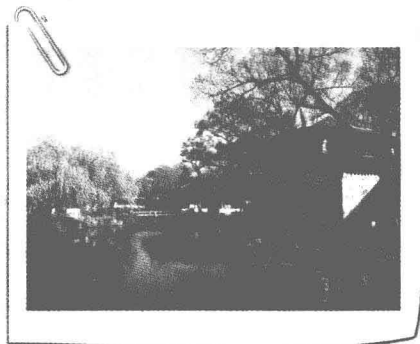
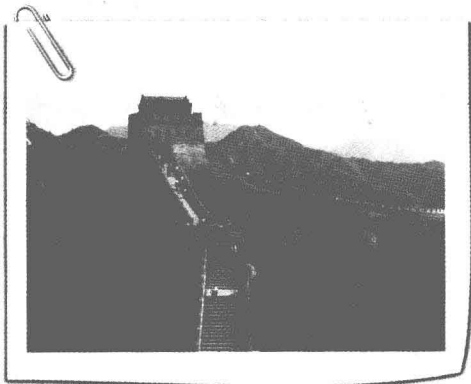
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Part I

China's Tourism

中国旅游



Unit 1 China's People and Their Lifestyles

中国人和他们的生活方式

Text A Chinese and Their Influence

中国人和他们的影响力

Learning Objectives:

- To familiarize with China's land and population.
- To be informed of some Chinese ethnic groups.
- To understand China's contributions to the world development.

1. China is a unified and multi-ethnic nation with the greatest population in the world. The official census conducted in 2005 showed a total mainland population of about 1.363 billion. Among them roughly 90.56% of the population is Han. The remaining 9.44% of more than 123.33 million people are distributed respectively among 55 minority nationalities. The top five minority nationalities in terms of population are Zhuang, Manchu, Hui, Miao and Uygur. The Moslem Hui, their domination is in Ning Xia Hui Autonomous Region, are distinguished by religion alone. On the contrary, the Manchu have almost been completely assimilated.

2. Even though minority nationalities have less population, their people share the same basic rights with the Han. Up to now, China has established five national autonomous regions, including Inner Mongolia, Ningxia, Xinjiang, Xizang (Tibet), and Guangxi. China's national policy supports cultural continuity and political autonomy in those areas, and a great number of people are trained for local





leaderships or people with professional skills for nationalities institutes or universities, which also promotes the development of ethnic languages and history.

3. China is also a country that has contributed brilliant culture and inventions to the world. Chinese Confucianism is quite far-reaching, a large number of Confucius Institutes have been set up in America, France, Germany, Malta and other European countries. Except the Chinese culture exert deep influence, Chinese four great inventions, including magnetic compass, gunpowder, paper and printing, also promote the advancement of the country as well as the world.

4. China is also a nation with the oldest national silkworm rearing. Silk is another essential invention in China. For centuries, the Silk Road remained the integral line of communications connecting the East and the West. Moreover, it is well-known that China is the origin of tea on account of the earliest discovery and utilization of tea. British Needham once said: "Tea is the Chinese fifth contribution following the gunpowder, papermaking, printing and the compass four great inventions of mankind." And at present, drinking tea has become a worldwide trend and fashion. And Chinese herbal medicine is also accepted by an increasing number of people and accomplishes a large spreading at home and abroad.

5. In the modern times, with the entry to the WTO, China geared herself to the international conventions and made a renowned accomplishment on her perfection. The 2008 Beijing Olympic Games and the Shanghai World Expo 2010 also contributed to the development of the nation and showed an energetic and powerful country on its way forward. With the all-round fulfillment of social development, Chinese present themselves in an unprecedentedly high position in the international community. The influence of China on the world has also attracted the world's great attention in terms of economics, politics, society, environment, medicine, sports, national security and human rights.

Words and Expressions:

1. ethnic [ˈeθnik] adj. 种族的; 人种的
2. population [ˌpɒpjʊˈleɪʃən] n. 人口; 种群, 群体
3. census [ˈsensəs] n. 人口普查, 人口调查
4. distribute [dɪˈstrɪbjʊ:t] v. 分配; 散布
5. minority [maɪˈnɒrəti] n. 少数民族; 少数派
6. distinguish [dɪˈstɪŋɡwɪʃ] v. 区分; 辨别; 使杰出
7. autonomous [ɔːˈtɒnəməs] adj. 自治的; 自主的
8. confucianism [kənˈfjuːʃjənɪzəm] n. 儒家思想; 孔子学说
9. gunpowder [ˈɡʌnpaʊdə] n. 火药
10. silkworm [ˈsɪlkwɔːm] n. 蚕, 桑蚕
11. rear [rɪə] v. 培养; 树立



- 12. gear [giə] v. 使……适合;使……准备好
- 13. unprecedented [ʌnpresɪdəntɪd] adj. 空前的;无前例的
- 14. fulfillment [fulˈfɪlmənt] n. 履行;实行

译文

1. 中国是世界上人口最多的统一的多民族国家。2005 年官方人口普查显示大陆人口约为 13 亿 6 300 万。其中大约 90.56% 的人口是汉族,剩下的 9.44% 超过 1 亿 2 333 万人分别分布在 55 个少数民族中。人数最多的 5 个少数民族是壮族、满族、回族、苗族和维吾尔族。回族穆斯林主要聚居在宁夏回族自治区,因为宗教被显著区分。相反,满族大部分分散于全国各地。

2. 尽管少数民族人口较少,但是少数民族享有与汉族相同的基本权利。截至目前,中国已设立了 5 个民族自治区,包括内蒙古、宁夏、新疆、西藏和广西。中国的民族政策支持这些地区的文化遗产和政治自治,一大批人被培养成为当地领导或民族学院、大学有专业技能的人,这也促进了民族语言和历史的发展。

3. 中国也是一个为世界贡献了灿烂的文化和发明的国家。中国的儒家思想影响深远,在美国、法国、德国、马耳他和其他欧洲国家成立了一大批孔子学院。除中华文化产生了深远的影响外,中国的四大发明,包括指南针、火药、造纸术和印刷术,也促进了中国以及全世界的进步。

4. 中国也是最古老的养蚕的国家。丝绸是中国的另一个重要发明。数百年来,丝绸之路保持了东、西方完整的交通线路的畅通。此外,众所周知,中国是有记载的最早发现和使用茶的国家。英国的李约瑟曾说过:“茶是中国继人类四大发明火药、造纸术、印刷术和指南针之后的第五大贡献。”目前,饮茶已成为世界性的风潮与时尚。中草药也得到了越来越多的人接受并实现了在海内外的大传播。

5. 在现代,随着加入世贸组织,中国(使自己)面向国际公约,完美地创造了卓著的成就。2008 年北京奥运会和 2010 年上海世博会也促进了国家的发展,并展示了一个在自己的道路上前进的充满活力的强大的国家。随着社会发展的全面实现,中国人使自己在国际社会拥有了空前高的地位。中国在经济、政治、社会、环境、医学、体育、国家安全和人权方面对世界的影响力也引起了世界各国的高度重视。

**1. Fill in each of the blanks in the following sentences.**

- (1) The Moslem Hui, despite their domination in Ning Xia Hui Autonomous Region, are _____ by religion alone. On the contrary, the Manchu have almost been completely _____.
- (2) China's national policy supports cultural _____ and political _____ in those areas, and a great number of people are trained for local _____ or professional skills for nationalities institutes or universities, which also promote the ethnic languages and history.
- (3) China is also a nation with the oldest national _____.
- (4) In the modern times, with the entry to the WTO, China _____ herself to the international _____ and made a renown accomplishment on its perfection.

2. Answer the following questions in brief.

- (1) How many people are there in China?
- (2) What are the top five minority nationalities in China?
- (3) What are Chinese four great inventions?
- (4) Please list down some great contributions of ancient China to the world.
- (5) How does China influence the world nowadays?

3. Translation.

- (1) 回族主要聚居在宁夏回族自治区,而满族则分散于全国各地。
- (2) 随着中国加入世界贸易组织,中国开始与国际接轨,并取得了不俗的成绩。
- (3) China's national policy supports cultural continuity and political autonomy in those areas, and a great number of people are trained for local leadership or professional skills for nationalities institutes or universities.
- (4) For centuries, the Silk Road remained the integral line of communications connecting the East and the West.
- (5) And Chinese herbal medicine also gets an increasing number of people accepted and accomplishes a large spreading abroad.



Text B Urban Lifestyles in China

中国的都市生活方式

Learning Objectives:

- To get some knowledge of the past lifestyles in China.
- To be informed of the urban lifestyles in China.
- To familiarize China's big changes in these decades.

1. Urban lifestyles in China have been constantly changed since the nation was founded in 1949. Not only the locals but also numerous foreigners have the same sensation that Chinese urban lifestyles have undergone tremendous changes in these decades. And because of the immensity of the land, when one is asked to describe the lifestyles in China, he would definitely point out their diversity across the nation.

2. In the 1960s and 1970s, young men and women were too shy to get close to each other. Even though they fell in love, they had to pretend to be ordinary friends, avoided walking on the street together, and were only capable of having words of love behind everyone's back. While in 1980s, they began to date in different ways, like going to parks together and watching movies, being able to hold their hands together aboveboard. During 1990s, with the further implementation of the reform and opening-up policy, Chinese people's mind got more open and started to hug each other on the street, and the public were familiar with lovers' embrace in the daytime. Nowadays there are even more manners for them to maintain their love, like cell phone calls, e-mails, QQ chats, and TV shows such as *If you are the one* (非诚勿扰).



3. Transportation is becoming much better in all cities and towns. Most people take their travel by car or bus and they can save their time and many troubles on the way. But these years, more and more young people enjoy their tours by bike because it can allow them to appreciate the beautiful scenes along the road, and meanwhile protect the environment from the gases. Taxicabs are also available in cities and most towns. Electronic bikes are getting more and more popular nowadays due to the fast speed and convenience. However, in spite of better transportation, pedestrian congestion remained a serious problem because of the large population, and worried all the civilians. To solve the problem, government policy has



emphasized the expansion of China's mass transit systems to more cities with a large number of people. For example, the government built BRT (Bus Rapid Transit), HSR (High Speed Rail), and even Magnetic Train in those crowded cities and these transit systems have already gained a big success and praise from the grassroots.

4. Shopping also highlights the modernity of the lifestyles in China. There are an increasing number of supermarkets, shopping malls, chain stores with a great variety of goods. Besides, shopping on the Internet is convenient and easy, and more and more people start to purchase on the Internet and have a lot of fun.

5. On weekends, days off for most city workers, parks and fairgrounds would fill up with families and couples who plan to relax themselves. Leisure time is also spent attending musical, theatrical, dance performance and watching television and movies. Sometimes, neighborhood residents mingle on the sidewalks in front of their homes to play cards or mah-jong, and to gossip. Most of the young are interested in going to bar, cafe and KTV. But some of them would rather stay at home and surf on the Internet. On holidays, many people choose to enjoy the attractions in the country or travel around the world.

Words and Expressions:

1. urban ['ə:bən] adj. 城市的; 住在都市的
2. numerous ['nju:mərəs] adj. 许多的, 很多的
3. sensation [sen'seɪʃən] n. 感觉; 轰动
4. undergo [ʌndə'ɡəʊ] v. 经历, 经受
5. tremendous [tri'mendəs] adj. 极大的, 巨大的
6. immensity [i'mensəti] n. 巨大; 无限
7. diversity [daɪvə'səti] n. 多样性
8. aboveboard [ə,bʌv'bɔ:d] adv. 光明正大地
9. implementation [implimenteɪʃən] n. 实现; 履行
10. daytime ['deɪtaɪm] n. 日间, 白天
11. maintain [meɪn'teɪn] v. 维持; 继续
12. appreciate [ə'pri:ʃeɪt] v. 欣赏; 感激
13. taxicab ['tæksɪkæb] n. 出租车
14. convenience [kən'vi:njəns] n. 便利; 便利的事物
15. congest [kən'dʒest] v. 使充血; 充塞
16. transit ['trænsɪt] n. 运输; 经过
17. highlight ['haɪlaɪt] v. 突出; 强调; 使显著
18. purchase ['pɜ:tʃəs] v. 购买; 赢得
19. fairground ['feəgraʊnd] n. 露天市场; 游乐场
20. mingle ['mɪŋɡl] v. 混合; 交往



21. sidewalk ['saɪdwɔ:k] n. 人行道

22. gossip ['gɒsɪp] v. 闲聊

译文

1. 中国的都市生活方式在 1949 年新中国建立后在不断地发生变化。不仅是中国人,还有许多外国人也有相同的感觉:中国的城市生活方式在这几十年来发生了惊人的变化。因为土地的辽阔,当一个人被要求描述中国的生活方式时,他一定会指出它们在全国的多样性。

2. 在 20 世纪 60 年代和 70 年代,青年男女羞于接近对方。即使他们相爱了,也不得不假装是普通的朋友,避免在街上走在一起,只能背着人说一些爱的言语。80 年代,他们开始以不同的方式约会,一起去公园或者看电影,能够光明正大地牵手。在 90 年代,随着改革开放政策的进一步实施,中国人民的思想更加开放,开始在街头互相拥抱,公众也对恋人在白天拥抱习以为常。现在人们有更多的恋爱方式,比如手机电话、电子邮件、QQ 聊天,还有诸如“非诚勿扰”这样的电视节目。

3. 交通运输在所有城市和城镇都变得更好。大多数人乘私家车或公共汽车旅行,这样他们可以节省时间并减少在路上的许多麻烦。但是近年来,越来越多的年轻人喜欢骑车旅游,因为这能让他们欣赏沿途的美景,同时保护环境不受汽车尾气的污染。在城市和大多数城镇都有出租车。现在电动自行车由于速度快、使用方便也越来越受欢迎。然而,尽管有较好的交通,但是由于人口众多,拥堵仍然是一个所有市民担心的严重问题。为了解决这个问题,政府政策强调将公共交通系统扩展到更多的拥有大量人口的城市。例如,政府在拥挤的城市里建立了快速公交、高速铁路和磁悬浮列车,这些运输系统已经获得了很大的成功并赢得了民众的好评。

4. 购物也强调了中国人生活方式的现代性。拥有种类繁多商品的超市、购物中心、连锁店越来越多。此外,在因特网上购物简单易行,越来越多的人开始在因特网上购物而且乐在其中。

5. 对于大多数城市工薪阶层,在周末、休息日,公园和露天广场将满是来放松的家庭和夫妻。休闲时间也花在参加音乐会、戏剧、舞蹈表演和看电视、电影上。有时,邻居们在家门前的人行道上打扑克、麻将,或者闲聊。大部分的年轻人喜欢去酒吧、咖啡厅及 KTV。但是,他们中有些人还是宁愿待在家里在因特网上冲浪。在假期,很多人选择去国内的旅游景点或者环游世界。

1. Fill in each of the blanks in the following sentences.

- (1) Not only the locals but also _____ foreigners have the same _____ that Chinese urban lifestyles have _____ changes in these decades.



- (2) And because of the _____ of the land, when one is asked to describe lifestyles in China, he would definitely point out their _____ across the nation.
- (3) Electronic bikes are getting more and more popular nowadays due to the fast speed and _____.
- (4) Shopping also _____ the _____ of the lifestyles in China.
- (5) Sometimes, neighborhood residents _____ on the _____ in front of their homes to play cards or mah-jong, and to _____.

2. Answer the following questions in brief.

- (1) Please describe the lovers in the past according to the text.
- (2) What do people travel by?
- (3) What does the government do to solve the traffic congestion?
- (4) What is the new shopping way?
- (5) What are the young interested in?

3. Translation.

- (1) Urban lifestyles in China have been constantly changed since the nation was founded in 1949.
- (2) Even though they fell in love, they had to pretend to be ordinary friends, avoided walking on the street together, and were only capable of having words of love behind everyone's back.
- (3) Nowadays there are even more manners for them to maintain their love, like cell phone calls, e-mails, QQ chats, and TV shows such as *If you are the one*.
- (4) 但是这些年来,越来越多的年轻人喜欢骑自行车旅行,因为这能让他们在欣赏路边风景的同时也保护环境不受汽车尾气的污染。
- (5) 例如,他们在拥挤的城市里建设了快速公交、高铁和磁悬浮列车,这些运输系统已经取得了很大的成功并赢得了民众的好评。
- (6) 在假期,很多人选择去国内的旅游景点或者环游世界。

Oral activity

In this section, the class will have an oral activity. Before this class activity, please fill in the blanks with your information.

Have the students sit in a circle. Start at one end, a student will give an introduction and say one fact:

Hi, I'm Jen. I grew up in Zhengzhou.

Then the second student will continue in the following manner:




That's Jen. She grew up in Zhengzhou.
I'm Mike. I'm interested in punk music.

Then the third student will continue:

That's Jen. She grew up in Zhengzhou.
That's Mike. He's interested in punk music.
I'm Sam. I want to be a lawyer someday.

This exercise is excellent in that first students do practice some basic sentence stems over and over again. Second, students will be able to get to know each other. Third, the teacher will get a good start at memorizing students' names.

Getting to Know Your Class	Fill in the blanks with information about you. Try to think of an appropriate question for finding out each of those facts.	 Interesting Facts About Your Classmates																				
<p align="center">Facts About Me</p> <p>I'm _____. (job) Question: _____</p> <p>I grew up in _____. (hometown) Question: _____</p> <p>I come from a <u>big family</u>/small family. I have _____. (number of siblings) Question: _____</p> <p>I'm into _____ (hobby/interests). Question: _____</p> <p>I'm studying/studied _____ (major). Question: _____</p> <p>In the future, I'd like to _____ _____. (future plans/dreams) Question: _____</p>																						
		<table border="1"> <thead> <tr> <th>Name</th> <th>Fact</th> </tr> </thead> <tbody> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> <tr><td> </td><td> </td></tr> </tbody> </table>	Name	Fact																		
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Useful sentences:

Strategies for saying: Hello and Good-bye



(1) A: Nice weather, / Great party, / Interesting class, isn't it?

B: Yes, it is.

A: By the way, I'm Mike.

(2) A: Hi. How's it going? / How are you doing?

B: Good.

(3) A: Hi. What have you been up to?

B: Not much. / I've been busy.

(4) A: Well, it was nice talking to/ chatting with/ seeing you.

B: You, too. See you.

(5) A: Well, I've got to go /run now.

B: Alright, see you later.