

出境游目的地国家 旅游文化概览

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(英文版)

▼ A Glimpse of Out-bound Tourism Culture

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Weihong Liu & Zhiyu Yang

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前言



随着经济的发展,我国出入境旅游业迅猛发展。2016年5月,国家旅游局发布了《中国旅游发展报告(2016)》(以下简称“报告”)。报告指出,我国国内旅游从小众市场向大众化转变,已拥有全世界最大的国内旅游消费市场。旅游业对中国全面建成小康社会起到重要的支撑作用,在中国对外交往中发挥重要的桥梁作用,并对建设生态文明和美丽中国起到引领作用。

中国旅游业正在融入世界旅游经济体系。国际旅游从单一入境游发展成为出入境旅游并重格局,出境旅游市场更加活跃,发展空间潜力巨大。旅游业从单纯外事接待型事业转向事业、产业共同发展,旅游综合功能优势日益凸显。我国的旅游从业人员日益迫切希望能够更多地了解出境游目的地国家概况及其旅游文化,以实现真正具备国际旅游从业人员应有的素质技能。

“旅游客源国概况”课程是根据出入境旅游从业人才的培养方向设置的,是一般旅游管理和旅游英语专业开设的课程。目前该课程的教学资源内容多以客源国和目的地国家或地区的旅游资源区域或者文化类别划分为主线,内容涉及旅游文化历史、旅游资源概况、国家政治、经济、民俗风情、旅游业发展前景以及旅华市场的现状等,语言为中文。与出境游目的地国家业内人士的交流、外国入境游客的接待、用中英双语向出境游游客介绍目的地国家的旅游文化以及国际领队的培养,都必将英语作为首要语言能力进行的学习和应用。因此,开发建设既符合人才培养方向,又适用于课堂教学的以英文为主要语言的旅游课程资源势在必行。

教材《出境游目的地国家旅游文化概览(英文版)》即是基于以上背景编写设计的。由于教学时数及章节有限,教材内容无法做到各个国家笔墨均匀,故编者选取了北美洲、欧洲、大洋洲、亚洲、非洲等的18个主要国家的旅游文化概况,分布在14章中。每章编排8个环节,结构如下:第一环节为导入,帮助学生了解该章节国家的主要旅游文化符号的代表图片,为后面的学习做好铺垫;第二环节为热身,帮助学生自测对该章节国家的旅游景点中英文名称的认知;第三环节帮助学生对该章所涉及国家地理的概况及其旅游景

区有大致了解；第四环节帮助学生该章节国家主要旅游景区的历史文化遗存和秀美风光，为在实训环节讲解景点及设计旅游线路提供素材；第五环节针对上述学习环节，提出5个问题，帮助学生加深对所学材料的理解与记忆；第六环节通过图片的呈现，帮助学生加深对该国主要旅游文化符号或景点的认知与识记；第七环节为文化链接，简介该章节国家文化习俗，帮助学生储备作为一名合格的国际旅游从业者应具备的文化素质；第八环节为拓展作业，也可以作为实训操练，培养学生个人讲解景点及以团队合作形式设计旅游线路的能力。

本教材语言为英文，力求文字、图片、实践练习相结合，加入地方文化介绍，内容丰富，材料新颖，语言生动易懂，适用面广，既可作为本科、高职高专旅游英语专业的教材，又可供其他专业师生、旅游从业人员和旅游爱好者以及我国出境游的游客阅读参考，帮助其提高语言学习能力，培养其语言交流能力，提升其职业素质及自信心。该教材同时配有供教师使用的教学建议、练习题参考答案等，读者可登录中国人民大学出版社外语分社主页 <http://www.crup.com.cn/wy>，搜索本书进行下载，或与 010-62513265，010-62515580 联系索取。

由于编者水平有限，教材编写中可能会有不当及疏漏之处，敬请专家、同行及广大读者批评指正。

刘卫红 杨之钰

2016年9月



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The United States
of America

PART I

COUNTRIES OF NORTH AMERICA



Chapter One

The United States of America



This chapter will help students

- ◆ To get to know the locations of the main attractions and the traveling routes of the U.S.A.
- ◆ To get to know the brief geographic culture of the U.S.A.
- ◆ To learn the Chinese and English expressions of the main attractions of the U.S.A.
- ◆ To learn to introduce the main attractions of the U.S.A.
- ◆ To get to know the local culture: Thanksgiving Day in the U.S.A.

I Lead in

Direction: This part helps you to get a general idea about the tourism culture symbols of the United States of America. In this part, you are asked to figure them out and tell the names of them. You may do it in English or in Chinese.



II Warm up

Direction: This part helps you to examine your cognition about the cultural symbols and attractions in the U.S.A. In this part you are asked to discuss the symbols and places of interest and then match column A and B.

A	B
a. Statue of Liberty	1. 白宫
b. Hollywood	2. 硅谷
c. Wall Street	3. 百老汇
d. Star Flag	4. 自由女神
e. White House	5. 星条旗
f. Broadway	6. 麦当劳
g. Silicon Valley	7. 华尔街
h. Jazz	8. 好莱坞
i. McDonald's	9. 爵士乐



III Overview

Direction: This part helps you to overview a brief introduction to the U.S.A. In this part, you are asked to read by yourself and get a general idea of the country.

The full name: the United States of America

Shortened names: the United States, the U.S., the U.S.A., America

Capital: Washington D.C., formally the District of Columbia and commonly referred to as Washington, the District, or simply D.C.

Largest city: New York City

The U.S.A. is situated mostly in central North America, with Canada to the north and Mexico to the south, the Pacific Ocean to the west and Atlantic Ocean to the east.

The U.S.A. is a federal republic composed of 50 states, the federal district of Washington, D.C., five major territories, and various possessions. The state of Alaska is in the northwest of the continent, with Canada to the east and Russia to the west across the Bering Strait. The state of Hawaii is a group of islands in the mid-Pacific. The territories are scattered about the Pacific Ocean and the Caribbean Sea. The U.S. is the world's fourth largest country by total area. It is one of the world's most ethnically diverse and multicultural nations, the product of large-scale immigration from many other countries.

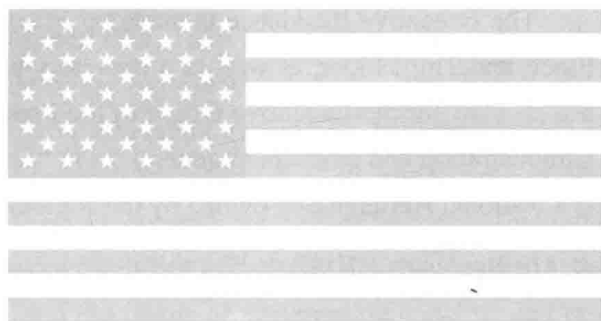


IV Get to know

Direction: This part helps you to get to know the cultural symbols and attractions in the U.S. In this part, you are asked to read the brief introductions to the symbols and places of interest and try using your own words to practice introducing some of them.

1. Flag of the United States (美国国旗)

The national flag of the United States of America has fifty stars on the background of blue and 13 stripes in red and white. The 50 stars on the flag represent the 50 states of the United States of America and the 13 stripes represent the 13 British colonies that declared independence from the United Kingdom and became the first states in the Union. White signifies purity and innocence, red indicates hardiness and valor, and blue color



signifies **vigilance**, **perseverance**, and justice. Nicknames for the flag are the “The Star-Spangled Banner,” “Stars and Stripes,” and “Old Glory.”

2. National Emblem of the United States (美国国徽)



On the national emblem of the United States, there is a bald eagle in the middle which is the national bird of the United States. The shield is on the chest of the eagle without any support, symbolizing the country relies on its own virtue. The shield is with stripes of white and red (representing states) taken from the colors of the national flag. The eagle holds a bundle of 13 arrows in its left **talon**, (referring to the 13 original states), and an olive branch in its right talon, together symbolizing that the United States has “a strong desire for peace, but will always be ready for war.” The eagle has its head turned towards the olive branch, symbolizing a preference for peace. In its **beak**, the eagle **clutches** a scroll with the motto **E pluribus unum** (“Out of Many, One”). Over its head there appears a “**glory**” with 13 stars on a blue field.

3. The White House (白宫)



The White House is the official residence and principal workplace of the President of the United States, located at 1600 Pennsylvania Avenue NW in Washington, D.C. It has been the residence of every U.S. president since John Adams in 1800.

Today, the White House Complex includes the **Executive Residence**, West Wing, East Wing, the **Eisenhower Executive Office Building**—the former State Department, which now houses offices for the President’s

staff and the Vice President—and **Blair House**, a guest residence.

The Executive Residence is made up of six stories—the Ground Floor, State Floor, Second Floor, and Third Floor, as well as a two-story basement. The term White House is often used as a **metonym** for the Executive Office of the President of the United States and for the president’s administration and advisers in general, as in “The White House has decided that...”. The property is a National Heritage Site owned by the National Park Service and is part of the President’s Park.

4. Uncle Sam (山姆大叔)

Uncle Sam (initials U.S.) is a common national personification of the American government

that, according to legend, came into use during the War of 1812 and was supposedly named for Samuel Wilson. Samuel Wilson, commonly called “Uncle Sam,” was an inspector of beef and pork, in Troy, New York. He inspected the meat purchased for the government after the declaration of war against England in 1812. A **contractor** named Elbert Anderson purchased a quantity of **provisions**, and the barrels were marked “E. A.” and “U. S.”. When someone asked what that stood for, a coworker joked and said “Elbert Anderson (the contractor) and Uncle Sam,” referring to Sam Wilson, though it actually stood for the United States. A vast amount of property afterwards passed through Wilson’s hands, marked in the same way. The joke spread, and it was soon the initials of the United States were regarded as “Uncle Sam.”



5. Statue of Liberty (自由女神像)



The Statue of Liberty is a large neoclassical sculpture on Liberty Island in the middle of New York Harbor, in Manhattan, New York City. The statue was designed by a French Frédéric Auguste Bartholdi and dedicated as a gift on October 28th, 1886 to the United States from the people of France. The statue is of a robed female figure representing Libertas, the Roman goddess of freedom, who bears a torch and a **tabula ansata** (a tablet evoking the law) upon which is inscribed the date of the American Declaration of Independence, July 4, 1776. She wears a crown on her head which has seven points. Each of these rays represents the light of freedom. This light shines on seven seas and seven continents. A broken chain lies at her feet. The Statue of Liberty in New York City is a symbol of both the U.S. and the ideals of freedom, democracy, and op-

portunity: a welcoming signal to immigrants arriving from abroad. Thousands of people visit the Statue of Liberty every day. They reach the statue by boat. Many people climb the 354 steps to the crown. Or they ride up to observation areas in an elevator. Visitors can also study the story of the statue in a museum in the monument.

6. Mount Rushmore National Memorial (拉什莫尔国家纪念碑)



The National Monument and Memorial on Mount Rushmore, also known as **the Shrine of Democracy**, refers to the 18-metre sculptures of the four heads of the most prominent presidents of the first 150 years of the United States: George Washington (1732-1799), Thomas Jefferson (1743-1826), Theodore Roosevelt (1858-1919), and Abraham Lincoln (1809-1865). Mount Rushmore was carved into **South Dakota's** Black Hills from 1927 to 1941 under the direction of

sculptor Gutzon Borglum and his son. The project took a team of 400 drillers and assistant carvers fourteen years to complete. The entire memorial covers 5.17km² and is 1,745m above sea level.

7. Yellowstone National Park (黄石国家公园)



The Yellowstone National Park is located in **the state of Wyoming**, and is believed to be the oldest national park in the world. It was established in 1872 by the United States Congress "for the preservation of its many wonders" and "for the enjoyment of the people." It sits on the Yellowstone Plateau at a height of around 2,400 meters above sea level. Spanning an area of nearly 3,500sq. miles, it consists of everything from mountains, **geothermal** features (especially **Old Faithful Geyser**), lakes, rivers, **canyons**, forests and grasslands. There are hundreds of species of birds, mammals, fish, and **reptiles** in this park, besides over 1,700 species of trees and



plants. Activities that can be enjoyed in this park are hiking, camping, boating, fishing, and of course sightseeing. The Park has five entrances and some paved roadways. The north entrance of the park has the Heritage and Research Center. Traveling by road inside lets you experience the beauty of the lakes and numerous waterfalls. During the winters, there are guided tours on snow coaches and snowmobiles. Major part of this park lies in Wyoming, with 3% and 1% extending to Montana and Idaho respectively.

8. The Grand Canyon (科罗拉多大峡谷)

The Grand Canyon is one of the premier geologic landscapes in the world. It is a geologically young canyon, carved in the last 6 million years by the Colorado River and its branches in the state of Arizona. It is contained within and managed by Grand Canyon National Park, the Hualapai Tribal Nation, and the Havasupai Tribe.



The Grand Canyon is 446km long, up to 29km wide and over 1,800 meters deep. It is not the deepest canyon in the world (Kali Gandaki Gorge in Nepal is far deeper), however, the Grand Canyon is known for its visually overwhelming size and its intricate and colorful landscape. Geologically it is significant because of the thick sequence of ancient rocks that are beautifully preserved and exposed in the walls of the canyon. These rock layers record much of the early geologic history of the North American continent.

The Grand Canyon National Park is one of the world's premier natural attractions, attracting about five million visitors each year. The South Rim is open all year round if weather permitting. The North Rim is generally open mid-May to mid-October.



V Test your comprehension

Direction: This part is for your practice. In this part you are asked to answer the questions in order to help you understand and remember the important facts about the U.S.A.

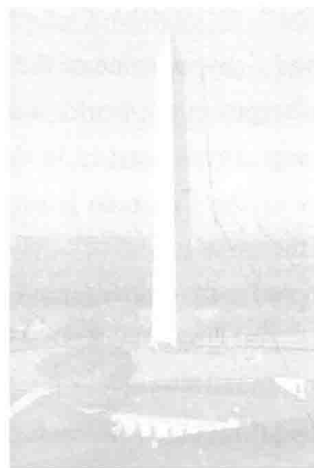
1. How many stars are there on the national flag of the United States of America? What do they represent?
2. What do the 13 stripes stand for on the national flag of the United States of America?
3. Who was the prototype of the Statue of Liberty? What are in her hands?
4. What is the function of the White House? Where is it located?
5. Whose face images are the four United States presidents on the Mount Rushmore National Memorial?

VI Get the picture

Direction: This part helps you to recognize the cultural symbols and attractions of the U.S.A. and get familiar with them. In this part, you are asked to write out the names of the attractions in both English and Chinese.



A



B



C



D



E



F