

ENGLISH FOR TOURIST SITES

景区景点 实用英语

王 君 冯海霞 ◎ 主 编



旅游教育出版社

English for Tourist Sites

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主 编:王 君 冯海霞
副主编:李晓红 陈珍珍 张捷雷

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王君 冯海霞 主编

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前 言

景区服务是旅游业的一个重要环节,也是与游客直接交流的窗口。随着外国游客的增多,景区从业人员越来越感觉到提高专业英语水平的迫切性。但是目前的旅游英语教材大多都是普通旅游英语或者是饭店英语层面的,没有专门针对景区专业学生和景区管理与服务人员的英语教材,本教材的编写正好填补了这项空白。

本教材涉及了景区管理与服务的各个方面,包括景区门票、排队管理、客户关系管理、娱乐风暴、景区餐饮、旅游商品、正确引导游客、旅游安全、游客投诉和世界遗产。每个单元有四个模块:课文、对话、练习和相关链接。

◆课文部分是国内外著名案例的介绍与分析,旨在帮助景区专业学生和工作人员熟悉景区专业词汇,提高英语书面表达能力以及双语互译能力。

◆对话部分设计了一些实用的情景对话,旨在提高景区专业学生和工作人员的英语交际水平。

◆练习部分根据课文和对话的内容,灵活设计了角色扮演、讨论题、翻译题等题型,帮助学生巩固提高。

◆相关链接里补充了相关短文,使学生获得更全面的信息。

来自加拿大的外教 Tarmar Newman 女士对本书进行了认真的审读和修改,保证了本书语言的质量,在此深表感谢!

由于编者水平有限,书中难免有疏漏之处,敬请广大读者批评指正。

编者

2006 年 8 月 于杭州

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English for Tourist Sites





Unit 1

Tourism Tickets

Text

Tourism Tickets

Tourism tickets, with their special functions and values, are usually called the “cards” of scenic spots. First of all, tickets are “passes” for tourists to enter scenic spots, which constitute the basic function of tickets. Secondly, tickets, in the eye of tourists, are souvenirs worthy of collection. Many travelers have the habit of bringing tickets home as artistic articles. Thirdly, tickets can serve as free-of-charge advertisements, which can help publicize concerning scenic spots.

In recent years, with the rapid development of tourism, more and more scenic spots begin to put stress on the packing and design of tickets. The designs tend to be distinctive and close to common people’s lives. Nowadays, one after another type of tickets make their debut, catching the eyes of more and more people.

Different Shapes of Tickets

Traditionally, the tickets were made rectangular. Now, however, we have different shapes of tickets: square, triangle, round, trapezoid, and rhombus.

The Tickets in the Fuxing Park in Shanghai are round-shaped, and the tickets in the Children Center in Tianjin are trapezoid-shaped. Other batch of original tickets also

emerges one after another. The tickets for China Bee Museum is honeycomb-like, the Turtle Museum in Nanjing tortoise-shaped, the tickets for bell tolling in Foshan, Guangdong Province bell-shaped, the tickets for Asian Games in the shape of its mascot Panpan, the tickets for Dragon Well Park in the shape of potted landscape. The most surprising ticket is for ancient walls in Nanjing. It is composed of 104 smaller tickets, 0.15 meters wide with a total length of 4.68 meters. Put together, they form a scroll of 26 pictures on which 13 ancient gates and 18 scenic spots are painted. Guinness has included it as the longest ticket in the world. When Zhenjiang Sino-foreign Tourism Tickets Museum was first opened to the public, a four-meter-long and 1.2-meter-wide ticket with Zhenjiang scenery on it was used at the ribbon-cutting ceremony. So far it remains the biggest ticket.

Different Materials for the Tickets

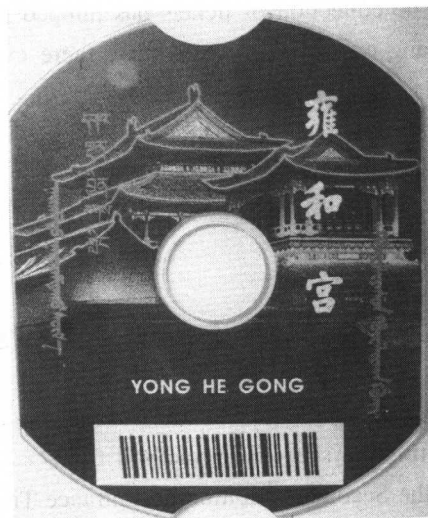
The materials for tourism tickets also differ. Some tickets are music or movie discs. Some can be used as playing cards, postcards and lighters. Some are made of metals, specimen or artistic articles. They are really appealing to sight.

Huai'an Zhou Enlai Monument has a kind of ticket, which, at opening, can play the musical rhythm of *Embroidering Red Manner with Words of Gold*. It can always arouse visitors' memory of this late premier. The former residence of Zhou Enlai uses gilt tickets. The former residence of Zhuge Liang, a historic wise man, uses silver-gilt ticket. The Imperial Palace uses metal-made tickets for its exhibition of cultural essence. At Shanghai's osmanthus festival, people use leaves as tickets. The tickets of the Bell Temple in Beijing are made of porcelain, the tickets of Yellow Mountain are made of wheat straw and the tickets of Wuxi Tourism Exhibition are made of clay facial make-ups. The tickets for Dufu residence in Chengdu and Huangguoshu Waterfalls in Guizhou are embedded with souvenir coins. How imaginative and expressive these tickets are!

Different Kinds of Tickets

With social progress, tickets are made with more and more scientific and technological content. In the past, tickets were made of either paper or plastics. Then there were souvenir coin tickets, magnetic card tickets and postcard tickets. Now fakery-proof tickets, disc tickets, fingerprint tickets, and invisible tickets have

appeared one after another.



Disc Ticket

Small name card-sized disc tickets are used in Splendid China in Shenzhen, the Great Hall of the People in Beijing, and the Potala Palace in Tibet Autonomous Region. Fingerprint tickets are used in Zhangjiajie, Hunan Province. Invisible tickets are used in Summer Palace. After payment, travelers' hands are stamped with a kind of invisible and harmless liquid, which may automatically disappear in several hours. Some scenic spots go further to compile sets of tickets into volumes for the sake of publicity and collection. The World Exhibition tickets in Kunming, Jiuzhaigou tickets and Summer Palace tickets have been designed like this. With these volumes at hand, one can enjoy the whole scenery at the same time. Other types of tickets have also been developed to expand artistic and cultural implications. For example, Sichuan Mianzhu Spring Festival Museum uses a set of 12 hand-made New Year Picture tickets. Zhenjiang Tourism Tickets Museum uses an eight-piece paper-cutting ticket depicting the old story of *Legend of White Snake*. Shanghai Museum uses a four-piece ticket to give full play to its four main displays. The tickets used in 12 scenic spots in Wuhan can contribute to a general picture of Wuhan as a whole. Shandong Jining People's Park uses a series of tickets. Each series consists of 108 pieces, picturing 108 warriors in the novel *Outlaws of the Marsh*.

More and more people get attached to the interesting and knowledge-conveying

tourism tickets. It is reported that there are more than 100,000 Chinese people who go in for tickets collection. The collection of tickets has jumped to the fifth place in total folk collection. In Zhenjiang city, Jiangsu Province, there even appears China's first Tourism Tickets Museum.



Dialogue 1

About Tourism Tickets

(Two friends happen to meet each other on the road and they are exchanging pleasantries.)

Jack: Hi, Susan. Long time no see. Where are you from?

Susan: Don't you know the Second Exhibition on Entrance Tickets is being held in the Temple of Wuhou. It is really fantastic.

Jack: Yes. I am going there. It is said that nearly 2000 kinds of entrance tickets are now on display, by way of which people can have a general idea of the history of Chinese scenic spots management.

Susan: There you are. Among those entrance tickets, the "red ticket" once used in the Cultural Revolution is the most rare one. Another rare one is the "disc ticket," by which tourists can enter a scenic spot and watch a three-to-five-minute relevant introduction on computer or VCD.

Jack: I have also heard that those people with "Tianfu Morning Paper" can go to exchange for entrance tickets.

Susan: Right. Take me for an example. Previously I decided to go to Shangri-La for my holiday. Now that I have exchanged my "Tianfu Morning Paper" for an entrance ticket to Jiuzhaigou, I would travel to Jiuzhaigou instead.

Jack: How lucky you are!

Susan: Why not try your luck there too? The activity is still going on now. This afternoon there would be a meeting for collectors where they can bid for preferred entrance tickets for collection.



Dialogue 2

About Electronic Tickets

(A scenic spot worker Zhao Wei is talking with Wangqiang, a tour guide from a travel agency.)

Wang Qiang: It seems to me that your scenic spot has taken on a new look.

Zhao Wei: Yes. Why haven't you been here for a long time?

Wang Qiang: Well, I have been to South Korea for a period of time.

Zhao Wei: Oh, I see. Recently, our scenic spot has been equipped with a set of "electronic entrance ticket system". The tourists can pass quickly by inserting the electronic ticket into our ticket-checking system.

Wang Qiang: What is the practical use of this electronic system? Is that one part of the so-called Image Project?

Zhao Wei: You are kidding. The system has many advantages. Firstly, with this electronic system, the entrance gate will not be overloaded even if there are a large number of tourists. Secondly, we can avoid fake tickets, wrong tickets and ticket escapes. Finally, since it usually takes one or two days to travel in such a big scenic spot, electronic tickets, just like the room cards in a hotel, can be used repeatedly here within a valid period of time.

Wang Qiang: It is really convenient. But will the entrance cards be recollected when leaving like the room cards? If so, tourists will have no tickets as souvenirs.

Zhao Wei: Don't worry. Our electronic tickets can be kept. They have exquisite designs and can play introductions of our scenic spots on VCD.

Wang Qiang: How cool! You see, a frequent traveler like me sometimes fails to keep pace with the development.

Words & Expressions

embed: to fix something firmly and deeply in a mass of surrounding matter 把……嵌入

get attached to: 喜爱

gilt: shiny material, esp. gold, used as a thin covering 镀金材料

mascot: an object, an animal, or a person thought to bring good fortune 吉祥物

open to the public: 向公众开放

rhombus: a 4-sided figure whose opposite sides are equal 菱形

souvenir: an object to be kept as a reminder of an event, trip, place, etc. 纪念品

specimen: one or a piece or amount of something for being shown, tested, etc. 标本

toll: to ring a bell slowly and repeatedly 敲钟, 鸣钟

trapezoid: a 4-sided figure with one pair of opposite sides parallel and the other pair not 梯形

Notes

- * Guinness 吉尼斯
- * China Bee Museum 中国蜜蜂博物馆
- * Turtle Museum in Nanjing 南京龟鳖博物馆
- * *Embroidering Red Manner with Words of Gold* 《绣金匾》
- * Bell Temple 大钟寺
- * facial make-ups 脸谱
- * Splendid China in Shenzhen 深圳锦绣中华
- * *Legend of White Snake* 《白蛇传》
- * *Outlaws of the Marsh* 《水浒传》

Exercises

I. Questions for discussion.

1. Is it necessary and effective to design different tourism tickets for travelers?