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# 新编江西 旅游商务英语

XINBIAN JIANGXI LYOU SHANGWU YINGYU

但汉彪 江 峰 主编



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# 前

# 言

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随着改革开放的不断深入，持续发展的中国经济和日益改善的社会环境吸引着越来越多的外国人到中国旅游或投资。江西地处长江三角洲、珠江三角洲、闽南三角洲的腹地，具有悠久的历史、灿烂的文化、众多的风景名胜以及优越的投资环境，是中外宾客观光游览和置业投资的理想选择。然而，江西的对外宣传力度却明显落后于发达省份，致使其资源环境优势得不到充分发挥。因此，提升江西对外宣传力度，更好地促进地方经济发展，迫在眉睫。

目前江西各地的旅游或招商宣传资料比较零散，风格不一，而且英文资料相对较少，翻译质量参差不齐。在鄱阳湖生态经济区建设的引领下，江西经济社会快速发展，省内旅游环境及招商引资政策发生了新变化。为此，我们编写了《江西旅游商务英语》，本教材由江西财经职业学院但汉彪教授和江西外语外贸职业学院江峰教授负责总纂和审订；江西财经职业学院余薇、廖国臣、曹云波、姜平、程颖、桑丽飞和九江市商务局副局长陶冶、中鼎国际工程有限责任公司吴峰、九江出口加工区邹莹、九江中国国际旅行社罗俊丽等参加了编写。

本教材有四大特色：一是寓教于乐。所选旅游部分的课文都是广为人知的自然景观和人文景观，比如庐山、仙女湖、滕王阁等。同学们在学习语言专业知识的同时，也如身临其境般地品味了江西的秀丽山水。二是更加实用。重点景区和专业术语的学习、招商政策和商务活动的介绍对于学生今后参加工作大有裨益。三是校企合作。九江商务局专家、出口加工区外贸企业业务骨干和九

江国旅负责人对本教材进行了认真的校审，并提出了很多建设性意见。四是校企合作。江西外语外贸职业学院相关老师在使用该教材过程中提出了一些宝贵意见，此次也参与了该教材的修订工作。

本教材的编写得到了学院和合作单位领导的大力支持和悉心指导，在此一并表示衷心的感谢！

由于水平有限，文中肯定存在一些错漏之处，恳请有关专家和读者给予指正。

编 者  
2012 年 12 月

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## **Part One**

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# **Jiangxi Tourism English**



## Jiangxi

### Text A Brief Introduction to Jiangxi Province

Jiangxi is one of the provinces of the People's Republic of China. Because it was once called Jiangnan Xidao in the Tang Dynasty, it is named Jiangxi and because Ganjiang River runs through the province from south to north, its abbreviated name is “Gan” .

#### Geographic Location

Jiangxi is located in the southeast of China and on the southern bank of the lower-middle reaches of the Yangtze River, bordering Zhejiang Province and Fujian Province to the east, Guangdong Province to the south, Hunan Province to the west as well as Hubei and Anhui Province to the north. Moreover, Jiangxi is the hinterland of the Changjiang Delta, the Zhujiang Delta and the triangle area of southeastern Fujian Province. The advantageous location enables Jiangxi to offer convenient, efficient and direct connection to the major neighboring cities and ports including Shanghai, Nanjing, Guangzhou, Shenzhen, Hong Kong, Xiamen, Wuhan, Changsha and Hefei and so on, with a direct link of about 600 or 700 km.

#### Area

With a total area of 166,900 square kilometers, Jiangxi is the largest one of the six provinces and one city in East China, stretching about 620 km from south to north and about 490 km from east to west.

#### Climate

Near to the Tropic of Cancer, Jiangxi's climate belongs to typical subtropical humid cli-

mate. The annual average temperature is 18.7°C, the sunshine duration is 1,846.7 hours, and the annual average precipitation is 1,391.2 millimeters. Abundant rainfall and long frost-free period create favorable conditions for farming.

## Topography

Mountains and hills are the main features of the physiognomy of Jiangxi. Mountainous areas account for 36%, hills 42%, plains and water areas 22%. Chief mountain ranges lie along the border areas of Jiangxi Province. Mount Huaiyu in the northeast holds the largest copper reserves of the province. In the east stands Mount Wuyi. Mount Dayuling and Mount Jiulian, the “Home of tungsten”, are in the south; Mount Luoxiao is in the west and Mount Mufu and Mount Jiuling are in the northwest.

## Mineral Resources

Jiangxi abounds in mineral resources. A total of 166 mineral deposits have been discovered and 102 of 166 mineral deposits have been verified through geological surveys. The minerals of Jiangxi are of complete variety and highly complete sets. The reserves of non-ferrous noble metals, rare earths and rare metals take a dominant position in China; 13 mineral deposits such as copper, gold, silver rank the first in the country; the reserves of 14 mineral deposits such as tungsten, bismuth and beryllium rank the second and third place of the country. Moreover, Jiangxi has set up the largest copper mine in Asia and the largest copper-smelting base in China.

## Forest Resources

Forest area totals 106,292 square kilometers; timber reserves 354 million cubic meters. Forest coverage is as much as 60.05%.

## Water Resources

There are more than 2,400 rivers of various sizes across the province with a combined total length of about 18,400 km. The five major waterways in Jiangxi are Ganjiang River, Fuhe River, Xinjiang River, Xiuhe River and Raohe River. Poyang Lake is the largest freshwater lake in China and the biggest migratory bird habitat of the world. The water quality of the main rivers and lakes in Jiangxi reaches the national standard 2 or 3. The gross volume of water resources in Jiangxi is 150.5 billion cubic meters and the per capita volume of water resources is above the average national level.

## Tourism

Jiangxi has Green mountains, clear water, attractive landscapes and historic sites throughout

the whole province. There are 3 world-class tourism resources: the well-known porcelain capital — Jingdezhen, the world cultural heritage — Mount Lushan, and the world major wetland — Poyang Lake, 3 National Historic and Cultural Cities: Jingdezhen, Nanchang and Ganzhou, 11 National Nature Reserves and 14 National Scenic Areas in Jiangxi. Moreover, Nanchang, Jingtangshan, Pingxiang and Ruijin are the birthplace of Chinese revolutionary culture.

## Administrative System and Population

Jiangxi has 11 prefecture-level cities, 99 counties, county-level cities and city-administered districts. Nanchang is the capital of Jiangxi. The population of Jiangxi is 44.88 million by 2011, and mainly ethnic groups are Han, Miao, Hui, Yao and She.

## New Words

- abbreviate [ə'brɪ:vɪt] *vt.* 缩写, 使省略  
delta ['deltə] *n.* (河口的) 三角洲  
triangle ['traɪæŋɡl] *n.* 【数】三角 (形)  
subtropical [ˈsʌb'trɒpɪkəl] *adj.* 亚热带的  
precipitation [ˌprɪsɪpɪ'teɪʃən] *n.* 降雨量  
topography [tə'pɒɡrəfi] *n.* 地志; 地形图; 地理学  
physiognomy [ˌfɪzi'ɒnəmi] *n.* 地貌  
tantalum [ˈtæntələm] *n.* 【化】钽  
bismuth [ˈbɪzməθ] *n.* 【化】铋  
beryllium [bə'rɪljəm] *n.* 【化】铍  
deposit [dɪ'pɒzɪt] *vt.* 放下, 放置; 寄存 *n.* 沉淀物, 存款  
dominant [ˈdɒmɪnənt] *a.* 占优势的, 支配的, 统治的  
percapita [pə:'kæpɪtə] *adj.* 每人, 照人数分配的  
prefecture [ˈpri:fektʃuə] *n.* 辖区, 地方官的任期

## Exercises

### I. Answer the following questions according to the text.

1. How many provinces are there in the neighborhood of Jiangxi? What are they?
2. Why is Jiangxi called “Gan” for short?
3. Can you list at least 3 National Nature Reserves in Jiangxi?
4. Can you list at least 3 mineral deposits which rank the first in China?

5. How much do you know about the administrative system of Jiangxi Province?

## II. Translate the following words and phrases.

1. subtropical humid climate
2. porcelain-capital
3. prefecture-level city
4. historic and cultural cities
5. forest coverage
6. National Nature Reserves
7. National Scenic Resort
8. 北回归线
9. 长江中下游
10. 长江三角洲
11. 淡水湖
12. 有色贵金属
13. 候鸟栖息地
14. 红色文化

## III. Translate the following sentences.

1. Jiangxi is located in the southeast of China and on the southern bank of the low-middle reaches of the Yangtze River.
2. Jiangxi is centered on the Ganjiang River valley, which historically provided the main north-south transport route of south China.
3. Green mountains, clean water, historic sites and figures feature heavily in Jiangxi's attractive landscapes and history.
4. 江西河流众多, 土地肥沃、人口稠密, 被称为“江南谷仓”。
5. 南昌、井冈山、萍乡、瑞金等地是中国红色文化的发祥地。

## IV. Summarize this passage in your own words.

## Text B Brief Introduction to Jiangxi Tourism

Jiangxi abounds in tourism resources. It is a marvelous place with rich resources and outstanding people. It possesses lots of charming landscape and tourist attractions. Green mountains and clean rivers and lakes, sacred places of Buddhism and Taoism, winter sanctuary for migratory birds and famous historic cities are the wonderful sights for travelers.

With a history of more than 2,200 years, Nanchang has always been the capital city of Jiangxi province. It is the birthplace of The Chinese People's Liberation Army. Nanchang earned the fame of The Heroes' City because of The Nanchang Uprising on August 1, 1927. A combination of the historic sites and beautiful scenic spots forms the city's unique characteristics. Here you may visit Tengwang Pavilion, the famous No. 1 building in the south of the Yangtze River, Shengjin Pagoda, Xishan Longevity Palace and Badashanren Memorial Hall.

Poyang Lake, the kingdom of rare birds in Jiangxi, is the biggest winter paradise for white cranes in the world. Visitors may see over 2,800 white cranes and over 40,000 other migratory birds here in winter.

Mount Lushan is not only a famous summer resort but also a famous historic and cultural site. Many scholars in the past left their inscriptions here. Its "three-dimensional snow views" in winter are very beautiful. Mount Lushan has been listed as a World Heritage Site by the UNESCO. Together with Mount Jinggang and Mount Sanqing, it offers charming peaks and quiet valleys to people.

Jingdezhen has been known as "Capital of Porcelain" of the world since the ancient times. The porcelain wares made in Jingdezhen are "as white as jade, as bright as mirror, as thin as paper, as sound as chime" and sell well both at home and abroad. The sites of ancient kilns are well preserved. The official kilns of the Ming and Qing Dynasties are still working in the exhibition area of ancient porcelain, which can produce over 600,000 pieces of traditional porcelain wares every year. They are popular with the businessmen and visitors.

Mount Longhu, the birthplace of China's Taoism, boasts exotic peaks, continuous red cliffs, clear water, drifting boats and picturesque landscapes. Mount Sanqing has three features: a famous Taoist mountain, beautiful scenery, exotic peaks and monstrous stones. Mount Jinggang is a Xanadu, which is still a newly-developed scenic spot with the quietness and freshness of the nature.

Ganzhou, the southern center of Jiangxi province, has a history of 2,000 years and still has its ancient style.

Besides, Jiangxi is a province with rich revolutionary traditions. Especially in the modern national liberation and revolutionary war, Jiangxi made great contributions and sacrifice to the revolution. Many of the veteran revolutionaries and leaders of the CPC once worked and fought in Jiangxi. They organized and led the famous Anyuan Railroad and Mines Worker's Movement, the August

1 Nanchang Uprising and the Autumn Harvest Uprising on the border of Hunan and Jiangxi. Moreover, they established the Jinggangshan Revolutionary Base and the Central Revolutionary Base in Ruijin, smashed the military encirclements and suppressions of the KMD reactionaries and started the earthshaking 25,000-li Long March...

Jiangxi is very rich in historical and cultural resources and it is the best place for tourism, patriotism education and revolutionary tradition education.

In recent years Jiangxi is developing tourism as a key industry and has gradually driven tourism into the fast track. In 2010 Jiangxi received 108 million tourists, which are up 15.06% over the previous year. The total income of tourism amounted to RMB 81.8 billion, which is up 21.08% in comparison with that of 2009.

There are three main tourist routes in Jiangxi Province. They are:

North tour: Nanchang - Mt. Lushan - Jiujiang - Jingdezhen - Wuyuan

South tour: Nanchang - Mt. Jinggang - Ganzhou - Ruijin

East tour: Nanchang - Mt. Longhll - GuiFeng - Mt. Sanqing

## New Words

pagoda [pə'gəudə] *n.* 宝塔

exotic [ig'zɒtɪk] *adj.* 异国情调的; 奇特的

sanctuary ['sæŋktjuəri] *n.* 避难所; 圣所; 圣殿

inscription [in'skripʃən] *n.* 铭刻; 铭文; 碑文

kiln [kɪln] *n.* (砖, 石灰等的) 窑, 炉, 干燥炉

sheer [ʃiə] *adj.* 全然的; 纯粹的

monstrous ['mɒnstɹəs] *adj.* 怪异的; 似怪物的

veteran ['vetərən] *n.* 老兵; 老手; 富有经验的人

military ['mɪlətri] *adj.* 军事的; 军用的

suppression [sə'presən] *n.* 压制; 镇压; 禁止

patriotism ['pætriətɪzəm] *n.* 爱国心; 爱国精神; 爱国主义

boast [bəʊst] *vt.* 以...为自豪; *vi.* 自吹自擂; 夸耀

## Exercises

### I. Answer the following questions according to the text.

1. Why is Nanchang called the Heroes'City?
2. Why is Poyang Lake called the kingdom of birds?
3. What are the characteristics of the porcelain of Jingdezhen?



4. Why is Jiangxi the best place for tourism, patriotism education and revolutionary tradition education?
5. How many main tourist routes are there in Jiangxi Province? And what are they?

## II. Translate the following words and phrases.

1. tourism resources
2. summer resort
3. historical and cultural site
4. three-dimensional snow views
5. UNESCO
6. The Chinese People's Liberation Army
7. Xanadu
8. CPC
9. 英雄城
10. 世界遗产名录
11. 道教发祥地
12. 八一南昌起义
13. 革命根据地

## III. Translate the following sentences.

1. The porcelain wares made in Jingdezhen are "as white as jade, as bright as mirror, as thin as paper, as sound as chime" and sell well at home and broad.
2. Mount Longhu, the birthplace of China's Taoism, boasts exotic peaks, continuous red cliffs, clear water, drifting boats and picturesque landscapes.
3. 江西旅游资源丰富, 素有“物华天宝、人杰地灵”的美誉。
4. 江西省富有革命斗争传统。尤其在现代民族解放和革命战争中, 江西作出了巨大贡献和牺牲。
5. 江西给后人留下了许多宝贵的历史、文物资源, 是进行观光旅游和进行爱国主义教育、革命传统教育的理想佳地。

## IV. Summarize this passage in your own words.