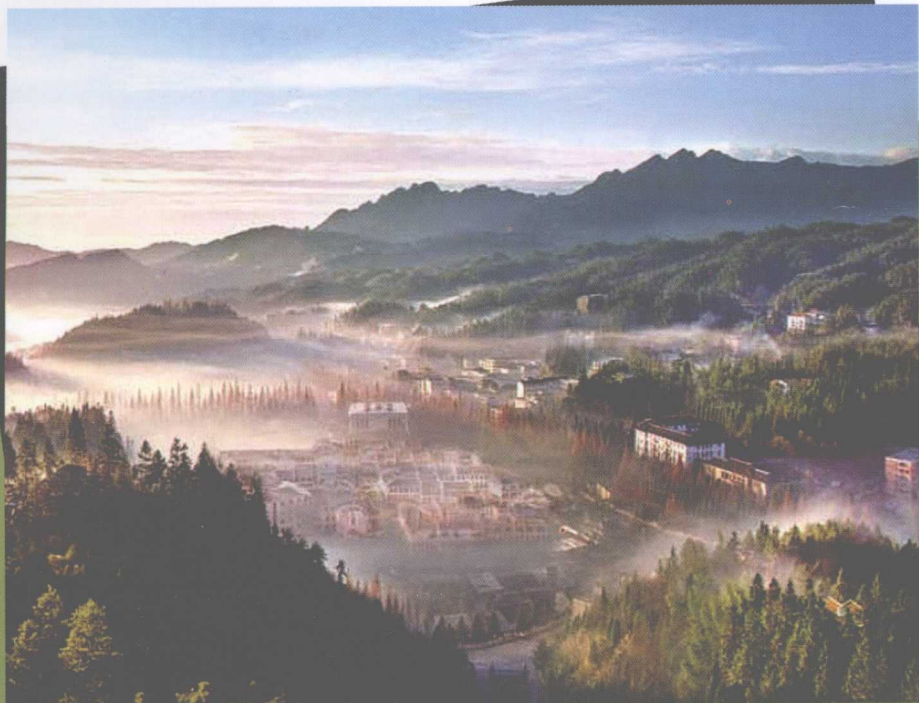


21 世纪高校规划教材

JIANGXI LÜYOU SHANGWU YINGYU
江西旅游商务英语

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前 言

近年来,随着国内市场的开发和完善,越来越多的外国游客和投资者来到中国,旅游和投资已经是外国人了解中国,中国走向世界的一个重要途径。对外翻译在中国文化向外传播,让外国人更好地了解中国,促进地方经济的发展,提升中国的国际形象有着重要的作用。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。然纵观全国各地,尤其是发达省份,江西的招商引资和旅游接待与他们的差距显而易见。因此提升江西对外宣传力度这一任务迫在眉睫。

鉴于目前江西各地的景点介绍、招商资料无论是中文还是英文版本大多是各自为政,比较零散,不成体系,缺乏交流。而且目前出现的英语或英汉对照版本本身就少之甚少,且翻译风格不尽相同,翻译水平高低不一。因此,我们经过多方论证和考察,决定编写一本本土英语——《江西旅游商务英语》,以为地方经济尽绵薄之力。同时该书也是2007年度江西省高校人文社科课题——“梳理旅游商务英文资料,提升江西对外宣传力度”的结题形式。

本书分为旅游、商务两大部分,共30个单元,收录了75篇课文,每篇课文都经过编者的精挑细选和认真校对。内容包括南昌、九江、赣州、景德镇等江西11个地市的简介、主要景点、导游词、工业园区、招商政策、大型商务活动等。该书“旅游”部分,每个单元分为Text A、Text B和Text C三篇课文;“商务”部分,每个单元分为Text A和Text B两篇课文。每篇课文除了正文以外,还包括课后练习、参考译文和参考答案(参考译文和答案提供电子稿)。本书的一大特色是依托江西重点旅游景点,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。同学们在学习身边的、本土的、鲜活的、地道的语言专业知识的同时,也如临其境地品味了江西的秀丽山水。本书的另一特点为它的实用性,重点景区和专业术语的学习、工业园区和招商政策的介绍对于今后学生参加工作以及一些资格认证考试都是大有裨益的。

本书主要针对的教学对象是高等院校的旅游英语、涉外旅游、商务英语、国际商务等相关专业学生,既可以作为他们基础英语的延伸即《专业英语》课程的教材,又可以作为相关专业的选修课首选课本。同时,本书也可作为社会上从事涉外旅游行业(旅游局、旅行社、宾馆、酒店、风景名胜管理部门)或者招商引资

业内人士的学习和培训材料。

本书编者大部分现就职于江西财经职业学院,由但汉彪同志担任主编,韩琨、江峰、张静和朱艳担任副主编。其他主要编写人员由余薇、曹云波、姜平、廖国臣、何野萍、王家珉、熊能和肖存组成。我们在编写过程中注重取材,突出其实用性、知识性和时效性,同时得到了江西省政府有关职能部门和有关地市业内人士的大力支持,并参照了部分网站和会议宣传资料,对此,向有关单位和作者表示深深的谢意。

由于时间仓促,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

2008年7月

Contents

Part One Jiangxi Tourism English	1
Unit 1 Jiangxi	1
Text A Brief Introduction to Jiangxi Province	1
Text B Brief Introduction to Jiangxi Tourism	6
Text C Welcome to Jiangxi Province	10
Unit 2 Nanchang I	12
Text A Brief Introduction to Nanchang	12
Text B Tengwang Pavilion	16
Text C Meiling Scenic Area	20
Unit 3 Nanchang II	22
Text A Brief Introduction to Nanchang Tourism	22
Text B Badashanren Memorial Hall	26
Text C Memorial Hall of the August 1 Nanchang Uprising	29
Unit 4 Jiujiang I	30
Text A Brief Introduction to Jiujiang	30
Text B Mount Lu	34
Text C 1. White Deer Cave Academy	40
2. Beauty Peak Scenic Area	42
Unit 5 Jiujiang II	44
Text A Brief Introduction to Jiujiang Tourism	44
Text B Major Scenic Spots in the City	48
Text C 1. Stone Bell Hill	53
2. Dragon Palace Cave	56
Unit 6 Ganzhou I	58
Text A Brief Introduction to Ganzhou	58
Text B The Ancient City Wall of Ganzhou	62
Text C Tongtian Cliff Grottoes	66
Unit 7 Ganzhou II	69
Text A Travel in Ganzhou	69
Text B Mount Sanbai	74

Text C	Bajing Pavilion	78
Unit 8	Ji'an	80
Text A	Brief Introduction to Ji'an	80
Text B	Octagonal Building	83
Text C	Huangyangjie Post	86
Unit 9	Fuzhou	88
Text A	Brief Introduction to Fuzhou	88
Text B	Liukeng — A Historic Village	92
Text C	Yihuang South China Tiger Nature Reserve Area	96
Unit 10	Pingxiang	98
Text A	Brief Introduction to Pingxiang	98
Text B	Mount Wugong	102
Text C	Anyuan Miner Movement Memorial Museum	105
Unit 11	Yichun	107
Text A	Brief Introduction to Yichun	107
Text B	Mount Mingyue	110
Text C	Jing'an Sanzhualun National Model Forest Park	113
Unit 12	Xinyu	114
Text A	Brief Introduction to Xinyu	114
Text B	Fairy Maiden Lake	117
Text C	Baoshi Park	120
Unit 13	Yingtian	122
Text A	Brief Introduction to Yingtian	122
Text B	Mount Longhu	126
Text C	Introduction to the Ten Main Beauties of Mount Longhu	130
Unit 14	Shangrao	136
Text A	Brief Introduction to Shangrao	136
Text B	Tourism of Shangrao	140
Text C	Mount Sanqing	144
Unit 15	Jingdezhen	147
Text A	Brief Introduction to Jingdezhen	147
Text B	Tourism of Jingdezhen	151
Text C	Fuliang Tourist Zone; Red Tower & Ancient County Government Office	155

Part Two	Jiangxi Business English	157
Unit 16	Jiangxi I	157
Text A	General Introduction to Jiangxi Industrial Zones	157
Text B	Jiangxi Foreign Economic & Trade Cooperation Up-growing	162
Unit 17	Jiangxi II	166
Text A	Preferential Policies of Jiangxi Province	166
Text B	Main Investment Projects of Jiangxi	170
Unit 18	Jiangxi III	174
Text A	Measures for Record-keeping of Enterprise Investment Projects	174
Text B	Establishing the Ecological Economic Zone around Poyang Lake	179
Unit 19	Jiangxi IV	183
Text A	Poyang Lake — the largest Fresh Water Lake in China	183
Text B	Ganzhou — Hakka Cultural City in China	188
Unit 20	Business Activity I	192
Text A	Symposium on Economic and Trade Cooperation between Jiangxi and Taiwan	192
Text B	1st International Dragon & Lion Dance Contest Jiujiang, China	195
Unit 21	Business Activity II	199
Text A	Jingdezhen International Ceramic Fair	199
Text B	Wuyuan International Cultural Tourism Festival	203
Unit 22	Nanchang	206
Text A	Preferential Policies of Nanchang Economic and Technological Development Zone	206
Text B	Nanchang High-tech Industry Development Zone	210
Unit 23	Ganzhou	214
Text A	A Glance of Ganzhou Industry	214
Text B	Ganzhou Economic and Technical Development Zone	218
Unit 24	Jiujiang	222
Text A	Jiujiang Economic & Technological Development Zone	222
Text B	Jiujiang Export Processing Zone	226
Unit 25	Pingxiang & Yichun	231
Text A	Pingxiang Economic Development Zone	231

Text B	Yichun Economic Development Zone	234
Unit 26	Xinyu	237
Text A	Xinyu Economic Development Zone	237
Text B	Xinyu Iron and Steel Co. , Ltd.	240
Unit 27	Yingtian	243
Text A	Yingtian Industrial Zone	243
Text B	Investment Projects in Yingtian	247
Unit 28	Shangrao & Jingdezhen	250
Text A	Shangrao Economic Development Zone	250
Text B	Jingdezhen Ceramic Industrial Zone	254
Unit 29	Fuzhou	257
Text A	Nancheng Industrial Zone in Fuzhou	257
Text B	Developing Scenic Spot of Tradition Village in Liukeng	260
Unit 30	Ji'an	263
Text A	Taihe Industrial Park in Ji'an	263
Text B	Two Items in Ji'an	267
	1. Developing Nanguo Grassland on the Top of Mount Wugong	267
	2. Building Tomb Relics of Shang Dynasty in Xingan	269

Part One Jiangxi Tourism English

Unit 1 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 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 Provinces 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 16.69 square kilometers, Jiangxi is the largest province in East China, stretching about 620 km from south to north and about 490 km from east to west.

Climate

Near the Tropic of Cancer, Jiangxi's climate belongs to typical subtropical humid climate. 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; 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 the 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 rate 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

There are 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 Lu, and the world major wetland — Poyang Lake, 3 National Historic and Cultural Cities: Jingdezhen, Nanchang and Ganzhou, 5 National Nature Reserves and 11 National Scenic Areas in Jiangxi. Moreover, Nanchang, Jinggangshan, 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 43.75 million by 2007, 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 ['sʌb'trɒpɪkəl] *adj.* 亚热带的
precipitation [prɪ'sɪpɪ'teɪʃən] *n.* 降雨量
topography [tə'pɒɡrəfi] *n.* 地志;地形图;地理学
physiognomy [ˌfɪzi'ɒnəmi] *n.* 地貌
tantalum ['tæntələm] *n.* 【化】钽
bismuth ['bɪzməθ] *n.* 【化】铋
beryllium [bə'rɪljəm] *n.* 【化】铍
deposit [dɪ'pɒzɪt] *n.* 沉淀物,沉淀;【矿】沉积,矿床
dominant [dɒ'mɪnənt] *a.* 占优势的,支配的,统治的
per capita [pə:'kæpɪtə] *adj.* 每人,照人数分配的
prefecture ['pri: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. How much is the total area of Jiangxi Province?
4. What is the climate of Jiangxi Province?
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 rate
6. National Nature Reserves and 11 National Scenic Areas
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. There are more than 2,400 rivers of various sizes across the province with a combined total length of about 18,400 km.
3. Green mountains, clean water, historic sites and figures feature heavily in Jiangxi's attractive landscapes and history.

4. 江西,简称“赣”,属中华人民共和国省份之一。
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 the text 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 Lu 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 Lu 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 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 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 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 contribution 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 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 fast track. In 2005 Jiangxi received 373,000 overseas tourists and 50.579 million visitors across China, which are respectively up 29.5% and 23.7% over the previous year. The total income of tourism amounted to RMB 32 billion, which is up 32.9% in comparison with that of 2004.

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

North tour: Nanchang — Mount Lu — Jiujiang — Jingdezhen — Wuyuan

South tour: Nanchang — Mount Jinggang — Ganzhou — Ruijin

East tour: Nanchang — Mount Longhu — Guifeng — Mount Sanqing

New Words

pagoda [pə'gəʊdə] *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 ['militəri] *adj.* 军事的; 军用的

suppression [sə'preʃən] *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.