

# 新编旅游英语

世纪旅游管理专业系列教材

(修订版)

■ 主编 崔进

■ 副主编 魏崑 刘运

21



Tourism English

Tourism



武汉大学出版社  
WUHAN UNIVERSITY PRESS

# 新编旅游英语



Tourism

# 新编旅游英语

21 世纪旅游管理专业系列教材

(修订版)

主 编 崔 进

副主编 魏 崑 刘 运

*Tourism English*



WUHAN UNIVERSITY PRESS  
武汉大学出版社



## 图书在版编目(CIP)数据

新编旅游英语/崔进主编. —修订版. —武汉: 武汉大学出版社, 2007. 3

21 世纪旅游管理专业系列教材

ISBN 978-7-307-05410-3

I. 新… II. 崔… III. 旅游—英语—教材 IV. H31

中国版本图书馆 CIP 数据核字(2006)第 163711 号

责任编辑: 黄朝昉      责任校对: 王 建      版式设计: 杜 枚

---

出版发行: 武汉大学出版社 (430072 武昌 珞珈山)

(电子邮件: wdp4@whu.edu.cn 网址: www.wdp.com.cn)

印刷: 湖北省通山县九宫印务有限公司

开本: 720 × 1000 1/16      印张: 14.5      字数: 257 千字      插页: 1

版次: 2007 年 3 月第 1 版      2007 年 3 月第 1 次印刷

ISBN 978-7-307-05410-3/H · 481      定价: 26.00 元(含光盘定价)

---

版权所有, 不得翻印; 凡购我社的图书, 如有缺页、倒页、脱页等质量问题, 请与当地图书销售部门联系调换。

## 21 世纪旅游管理专业系列教材

编写委员会  
(按姓氏笔画排列)

|     |     |     |     |  |
|-----|-----|-----|-----|--|
| 主 任 | 张 薇 |     |     |  |
| 副主任 | 张立明 |     |     |  |
| 委 员 | 邓 辉 | 陈 筱 | 张金霞 |  |
|     | 胡 静 | 崔 进 | 曹诗图 |  |
|     | 鄢志武 | 熊元斌 | 熊剑平 |  |

## 修订版总序



随着世界的和平、稳定及经济的发展与人民生活水平的提高,旅游逐渐成为现代人类生活中不可或缺的重要内容,是人类社会最重要的生活方式和社会经济活动之一。自改革开放以来,中国旅游经历了起步、发展和日趋成熟几个阶段。20世纪90年代以来,中国旅游业的快速增长,使旅游经济产业化进程加快,旅游对整个社会的促进作用和关联作用日益突出,旅游业已成为全国经济新的增长点之一。21世纪之初,中国旅游业的综合实力已位居世界第五,据世界旅游组织预测,到2020年,中国将成为世界第一大旅游接待国和第四大旅游出境国。

旅游实践的发展客观上为旅游学科的发展提供了千载难逢的机遇,对旅游学科理论建设提出了更加迫切的要求,同时也给旅游研究工作与教育工作创造了良好的外部环境。与我国旅游学科发展相适应的是我国旅游教育事业的进步,二十多年来我国旅游高等教育和中等职业教育均获得了飞速发展,全国开办有旅游系(专业)的高等院校达574所(2004年)。伴随着高等旅游教育的迅速发展,旅游专业的教材建设也从无到有,从粗到精。为了进一步完善旅游管理专业教材体系,吸取国内外最新研究成果,充实教材内容,满足日益增长的旅游管理专业高等教育的发展需要,武汉大学出版社精心组织国内部分高等院校旅游管理专业的专家学者,编写了一套21世纪旅游管理专业系列教材。全套教材选题广泛,并紧扣教育部颁发的高等院校旅游管理专业教学指导计划。教材编写注重理论阐述与实际案例分析相结合,既考虑到国内外旅游业发展的现实需要,又注重理论研究的超前性和未来旅游业发展的宏观态势;既系统总结了旅游学科发展的研究现状和取得的研究成果,又指出了不同研究内容的未来发展方向;既注重使读者易于掌握研究的理论和方法,又兼顾技能的培养,体现系统、创新、前瞻、实用的特色。该套丛书出版发行以

来,取得了较好的社会效益和经济效益,根据旅游管理专业学科的发展,修订下列教材:《旅游资源学》、《旅游营销策划理论与实务》、《旅游开发与规划》、《饭店概论》、《饭店管理实务》、《旅游法规》、《旅游文化与审美》、《实用礼仪教程》、《导游业务》、《客源地概况》、《世界遗产概论》和《新编旅游英语》、《新编导游英语》、《新编饭店英语》共 14 本教材。另外,此套教材都配有相应电子课件,可在相应的网站下载;外语类教材均配有 MP3 光盘,方便老师 and 学生的使用。

本套教材既可作为高等院校旅游管理专业教学用书,又可作为高等职业教育、自学考试、职业培训或相关专业的参考用书。欢迎本专业师生和旅游行业人士选用。

21 世纪旅游管理专业系列教材  
编写委员会

# 再版前言



《新编旅游英语》自 2003 年出版以来,受到广大读者和旅游专业师生普遍好评。但是,时至今日,中国和世界旅游业又发生了很大变化,书中的许多数据已经过时。为了更好地适应旅游业的发展和教学要求,我们对此书进行认真修订,严格审定,以求内容精益求精。修订本保留了初版中符合时代精神的部分,并大量吸收了近年来涌现的新事物和新观念。同时对初版中某些文字和细节上的不足进行了纠正。修订后的教材有以下特点:

1. 用较大的篇幅介绍中国的自然景观、历史、地理、民风民情、宗教信仰、文物古迹以及古诗词等旅游资源。
2. 在旅游基础知识与专业知识相结合、知识与素质培养相结合等方面作了一定的尝试。
3. 对课文进行比较详细的中文注释,并对有关知识进行补充和延伸。
4. 严格控制每课的生词量和生词量增加的梯度。课文难度的增加不是通过生词的增加,而是通过课文的思想浓度和语法复杂性来体现。
5. 阅读材料及其配套练习是对课文所涉及的内容的补充和拓展。
6. 课后练习设置了专题讨论、判断题和多项选择题等题型,以及与课文相关的翻译练习,以提高学生对旅游英语的理解和运用专业英语的综合能力。
7. “开心一刻”部分收录了中外幽默故事和小品,以增加教材的趣味性。
8. 书后的“附录”部分,收录了部分与旅游有关的常用词组,以及“公司合同”、“个人简历”、“求职申请”等样本。

本教材第一部分重点介绍中国的旅游资源,第二部分重点介绍与旅游业相关的知识。共 15 课,可供一学期使用。在教学中,教师可视学生英语基础以及本地旅游特色进行适当的删节或增补。



修订本由崔进任主编,魏崑、刘运为副主编。三峡大学外国语学院聂玉红负责全书的校对工作。在修订过程中,我们参阅了大量的国内外旅游管理专业教材和专著,从互联网上采集了美、英、法等发达国家的旅游信息。得到三峡大学经济与管理学院旅游系、三峡国际旅游公司国际部高霞女士的鼎力相助,同时我们还得到武汉大学出版社有关人士,特别是路小静编辑的热情帮助。此外,在宜昌从事教学的外籍教师 Miss Pamela 和 Mr. Brian 对本教材进行了认真审校,在此一并表示衷心的感谢。

编 者

于三峡大学科技学院文法系

2007 年 2 月

# CONTENTS



## Part I

|                                                   |    |
|---------------------------------------------------|----|
| <b>Unit 1 China</b> .....                         | 3  |
| Text A Facts About China .....                    | 3  |
| Text B The Offspring of The Dragon .....          | 9  |
| Comprehensive Reading .....                       | 12 |
| The History of China .....                        | 12 |
| <br><b>Unit 2 People in China</b> .....           | 15 |
| Text A Chinese Language and Character .....       | 15 |
| Text B Chinese Names .....                        | 20 |
| Comprehensive Reading .....                       | 24 |
| Chinese Folklore .....                            | 24 |
| <br><b>Unit 3 Realities of Modern China</b> ..... | 28 |
| Text A Technology in China .....                  | 28 |
| Text B WTO Changes Lives in China .....           | 31 |
| Comprehensive Reading .....                       | 35 |
| The Changing of Spending Habits .....             | 35 |
| <br><b>Unit 4 Chinese Cuisine</b> .....           | 39 |
| Text A Chinese Food .....                         | 39 |



|                             |    |
|-----------------------------|----|
| Text B Chinese Tea .....    | 43 |
| Comprehensive Reading ..... | 47 |
| Food Etiquette .....        | 47 |

## Unit 5 **Architecture and Gardens** ..... 51

|                                                   |    |
|---------------------------------------------------|----|
| Text A The Art of Classical Chinese Gardens ..... | 51 |
| Text B Architecture .....                         | 57 |
| Comprehensive Reading .....                       | 61 |
| Fengshui .....                                    | 61 |

## Unit 6 **Chinese Literature and Arts** ..... 65

|                                                      |    |
|------------------------------------------------------|----|
| Text A Golden Treasury of Chinese Lyric .....        | 65 |
| Text B Chu Culture .....                             | 72 |
| Comprehensive Reading .....                          | 77 |
| Calligraphy, Seal-cutting and Chinese Painting ..... | 77 |

## Unit 7 **Chinese Handicrafts** ..... 82

|                                  |    |
|----------------------------------|----|
| Text A China's Folk Crafts ..... | 82 |
| Text B Silkworm-Breeding .....   | 87 |
| Comprehensive Reading .....      | 91 |
| Tujia Brocade .....              | 91 |

## Part II

## Unit 8 **Non-Verbal Communication** ..... 97

|                                       |     |
|---------------------------------------|-----|
| Text A Non-verbal Communication ..... | 97  |
| Text B People and Color .....         | 101 |
| Comprehensive Reading .....           | 105 |
| Eye Contact .....                     | 105 |

## Unit 9 **The Sports** ..... 109

|                                         |     |
|-----------------------------------------|-----|
| Text A The Olympic Games .....          | 109 |
| Text B Wushu—Chinese martial arts ..... | 113 |

|                                                                   |            |
|-------------------------------------------------------------------|------------|
| Comprehensive Reading .....                                       | 117        |
| Taijiquan—Supreme Ultimate Fist .....                             | 117        |
| <b>Unit 10 Traditional Chinese Medicine .....</b>                 | <b>121</b> |
| Text A Traditional Chinese Medicine's Theoretical Framework ..... | 121        |
| Text B Acupuncture .....                                          | 126        |
| Comprehensive Reading .....                                       | 129        |
| Qigong .....                                                      | 129        |
| <b>Unit 11 Family and Marriage .....</b>                          | <b>133</b> |
| Text A Chinese Marriage Customs .....                             | 133        |
| Text B Marriage Customs of Minorities .....                       | 136        |
| Comprehensive Reading .....                                       | 139        |
| Modern Marriage .....                                             | 139        |
| <b>Unit 12 Chinese Entertainment .....</b>                        | <b>143</b> |
| Text A Beijing Opera .....                                        | 143        |
| Text B Chinese Acrobatics .....                                   | 149        |
| Comprehensive Reading .....                                       | 154        |
| Traditional Chinese Musical Instruments .....                     | 154        |
| <b>Unit 13 Public Relations .....</b>                             | <b>158</b> |
| Text A How to Influence the Public .....                          | 158        |
| Text B Handling Complaints .....                                  | 161        |
| Comprehensive Reading .....                                       | 164        |
| Trust .....                                                       | 164        |
| <b>Unit 14 Highlights in China .....</b>                          | <b>168</b> |
| Text A The Three Gorges Project .....                             | 168        |
| Text B Qufu .....                                                 | 174        |
| Comprehensive Reading .....                                       | 176        |

|                                          |     |
|------------------------------------------|-----|
| The Splendid Shennong River Valley ..... | 176 |
| 附录.....                                  | 180 |
| 练习答案.....                                | 203 |
| 参考书目.....                                | 220 |

# **Part I**



# Unit 1



## China

### Text A Facts About China

The People's Republic of China is the third largest country in the world in terms of area and the largest in terms of population. Its total area is 9.6 million square kilometers and it has a population of 1,200 million. China has shared borders for centuries with Korea, Russia, Afghanistan, Pakistan, India, Nepal, Sikkim, Bhutan, Burma, Laos and Vietnam. Only Han Chinese occupy half of China; the rest is inhabited by Mongols, Tibetans, Uyghurs and a host of other national minorities, who occupy the periphery of China.

The existence of numerous minority languages is why maps of China often have two spellings for the same place — one spelling being the minority language, the other being Chinese. For example, Kashgar is the same place as Kashi.

According to the Constitution of the People's Republic of China, the administrative divisions of China are as follows: The country is divided into provinces, autonomous regions and municipalities directly under the central government. Provinces and autonomous regions are divided into autonomous prefectures, counties, autonomous counties and cities. Counties and autonomous counties are divided into townships, ethnic



townships and towns. Municipalities directly under the central government and other large cities are divided into districts and counties. Autonomous prefectures are divided into counties, autonomous counties, and cities. All autonomous regions, autonomous prefectures and autonomous counties are autonomous areas of ethnic groups.

China's topography varies from mountainous regions with towering peaks to flat, featureless plains. The land surface, a bit like a staircase descending from west to east. Tibet is referred to as the "Roof of the World". Mt. Everest, known to the Chinese as Qomolangma Feng, lies on the China-Nepal border.

The Yangtze River Basin, and the Yellow River Valley are primarily the result of alluvial silt build-up from rivers, lakes and seas. These densely populated plains—the homeland of the Han Chinese, known as "Middle Kingdom" are the most important agricultural areas of our country and occupy 1.1 million square kilometers, or 11% of the nation's territory. They are flat and crisscrossed by a network of rivers and lakes, set off by fertile soil.

Climate conditions ranging from tropical, subtropical, the temperate and cool—temperate vary greatly over China's vast land area, but the country for the most part lies in temperate zone. The warmest regions in winter are found in the south and southwest in areas such as Xishuanbanna in Yunnan, the southern coast and the island of Hainan Dao. In summer, high spots like Emei Shan in Sichuan are a welcome relief from the heat.

In the Yangtze River valley area (including Shanghai) summers are long, hot and humid. The Chinese has dubbed Wuhan, Chongqing and Nanjing "the three furnaces". You can expect very high temperatures any time between April and October. Winters are short and cold, with temperatures dipping well below freezing. It can also be wet and miserable at any time apart from summer. While it is impossible to pinpoint an ideal time to visit, spring and autumn are probably the best.

China is home to many famous mountains, such as Huangshan and Lushan, etc. Mountain areas cover two thirds of the country. "The Five Great Mountains," located in central China, were named according to the