

全国应用型本科商务英语系列规划教材

# 国际旅游职场英语

Workplace English of  
International Tourism

孙圣勇 袁 行 朱文胜 巫 萍 杨小菱 编著



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Workplace English of International Tourism

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经济贸易的蓬勃发展为我国高校商务英语专业建设提供了难得的机遇,也提出了更多的挑战。为了更好地推动商务英语本科专业的发展,对外经济贸易大学出版社组织编写了这套“全国应用型本科商务英语系列规划教材”。

面对经济全球化和中国加入 WTO 之后社会对人才需求的新形势,高等院校本科商务英语的人才培养应该定位在“培养德、智、体、美、劳全面发展,英语语言基础扎实,具有较强的英语交际能力,具备基本的商务与文秘知识和业务能力,知识面宽,具有创新精神,知识、能力、素质协调统一,面向经贸、外事、涉外企业、跨国公司、教育等行业,能从事国际商务策划、国际商务谈判、国际贸易、国际金融、国际市场营销、高级商务翻译、教学、科研及管理工作的应用型专门人才”。本系列教材从当前形势需求出发,力求培养具有扎实的英语基本功,掌握国际商务基础理论和知识,善于跨文化交流与沟通,能适应经济全球化,具备国际竞争力的复合型英语人才。

本套“全国应用型本科商务英语系列规划教材”适用于全国应用型本科院校商务英语专业、英语专业的商务/应用/外贸英语方向以及财经类专业的学生,内容包括《商务英语听说》《商务英语阅读》《商务英语写作》《商务英语函电》《商务英语翻译》《国际商务制单》《实用外经贸谈判英语教程》《国际旅游职场英语》等。

本系列的编撰者们不仅具有丰富的语言教学经验,而且具备商务活动的实践经验,他们集教学经验和专业背景于一身,这是本套商务英语系列教材编撰质量的有力保证。

此外,本套教材配有辅导用书或课件等立体化教学资源,供教师教学参考(请登陆 [www.uibep.com](http://www.uibep.com) 获取)。

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## FOREWORD

Workplace English of International Tourism is an important branch in the field of career English, which is genuinely helpful for acquisition of the English language, mastery of international tourism skills, approaches to understanding the true meaning of life, guidance provision of sightseeing and supply of priceless and amusing materials for public English teaching.

This publication includes 7 chapters altogether covering travelling and tourism, common sense of Chinese history and culture, Chinese folk custom, Chinese traditional flavor and specialty, natural tourism landscape of China, overview of China's major tourist source countries and regions and tests of international tourism English.

It's my honor to make a brief self-introduction. After I got my Master Degree in Hunan University, I acted as a project manager in Guangdong professional international trade company for more than 10 years. Luckily, I was transferred to a state-owned enterprise group of Guangdong provincial government authorized management as the board secretary for 3 years. So far I have been now working in my college for over 10 years. It is worthwhile to mention that I obtained my Doctor Degree in Wuhan University and became the 1st gainer of Senior Translator qualification (professor-class) in Guangdong issued by the Ministry of Human Resources and Social Security of the People's Republic of China, one of the 1st group of 12 gainers of such an English professional title in China. Furthermore, I have written 13 books and over 90 academic essays independently and got them published in the past years.

This publication is suitable for the students who majored in international tourism, commercial management, business English in Chinese institutions of higher learning, for those who are going in for tourism affairs, make their research in tourism and show interest in such fields and especially for those who are going to participate the National Workplace English Tests.

This publication is sponsored by Innovation Project (No.CXP05Y) of Guangdong Technical College of Water Resources and Electric Engineering (GTCWE). It's a teamwork. Hang Yuan edited partial sections of Chapter One and Chapter Five, Wensheng Zhu partial sections of Chapter Three and Chapter Four, Ping Wu partial sections of Chapter Four and Xiaoling Yang partial sections of Chapter Five. The four editors completed one set of tests and keys to workplace English of international tourism respectively. Last but not the least, Shuying

He co-edited Chapter Two and partial sections of Chapter Four. Director Junzhou Chen of College of Extended Education and Director Yong Hao of Ideological and Political Department of Guangdong Female Polytechnic College participated in the preparation of Chapter Six and co-edited partial sections of Chapter Six.

Shengyong Sun

Dec. 1, 2016

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# Chapter One

## Travelling and Tourism

### I. Travel Definitions

Travel is the movement of people between relatively distant geographical locations<sup>①</sup>, and can involve travel by foot, bicycle, automobile, train, boat, airplane, or other means, with or without luggage, and can be one way or round trip<sup>②</sup>. Travel can also include relatively short stays between successive movements. What factors does travel include? Four different perspectives of tourism are to be considered, i.e., the tourist, the business providing tourist with goods and services, the government of the host community or area and the host community.

It is very important to have a good definition of tourism. Each of the many definitions that have arisen is aimed at fitting a special situation and solving an immediate problem, and the lack of uniform definitions has hampered study of tourism as discipline.

One has only to consider the multidimensional aspects of tourism and its interactions with other activities to understand why it is difficult to come up with a meaningful definition that will be universally accepted.

As per UNWTO, tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. As per international tourism, inbound tourism means visits to a country by nonresidents and outbound tourism means visits by residents of a country to another country. As per internal tourism, travel means visits by residents of a country to their own country. As per domestic tourism, travel means internal tourism plus inbound tourism (the tourism market of accommodation facilities and attractions within a country). As per national tourism, travel means internal tourism plus outbound tourism (the resident market tourism

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① Travel (definition). Thefreedictionary.com, Accessed July 2011.

② Travel (definition). Merriam-webster.com, Accessed July 2011.

market for travel agents and airlines).

In foreign countries, tourism is differently defined. The United States defines that a tourist is one who travels away from home for a distance of at least 50 miles (one way) for business, pleasure, personal affairs, or any other purpose except to commute to work, whether he stays overnight or returns the same day. Canada defines travel as nonresident travelers, resident travelers, and other travelers. Both nonresident travelers and resident travelers include both same-day and business travelers. Commuters are included and are not distinguished from other same-day business travelers. Other travelers consist of immigrants, former residents, military personnel, and crews. The United Kingdom defines travel as all trips away from home lasting one or night or more, taken by residents for holidays, visits to friends and relatives (non-holiday), or for business, conferences, and most other purposes. Australia defines travel as a person visiting a location at least 40 km from his usual place of residence, for a period of at least 24 hours and not exceeding twelve months. China has her definition of the sum of all the phenomena and relations arising from the travel and temporary stay by people who have left home to go to other places to visit.

## II. The Evolution and Growth of Tourism

In this part, we are to understand the main characteristics and types of pre-modern tourism in the “western” tradition, explain the basic distinctions and similarities between pre-modern and modern tourism, appreciate the role of Thomas Cook and Industrial Revolution in bringing about the modern era of tourism.

The evolution and growth of tourism is divided into pre-modern tourism (BC 1500), early modern tourism (1500–1950) and modern mass tourism (1950 onwards).

Pre-modern tourism (BC 1500) includes Mesopotamia, Egypt and the Indus Valley, ancient Greece, ancient Rome, the Dark Ages (c.500–1100) and the Middle Ages (c.1100–1500). Mesopotamia is the first place to experience travel patterns. The agriculture development fostered the formation of wealth and the emergence of a small leisure class. The availability of discretionary time and discretionary income were probably the two most important factors that enabled leisured elite to engage in tourisms. Mesopotamia was the birthplace of many fundamental inventions and innovations that introduced both the demand and ability to travel for tourism-related purposes. The trappings and consequences of civilization gradually spread from Mesopotamia westward to Nile Valley and eastward to the Indus Valley. It is from ancient Egypt in particular that some of the earliest explicit evidence of pleasure tourism is found. Tourism in ancient Greece is perhaps best associated with national festivals such as the Olympic Games. The transit process in ancient Greece was not a pleasant or easy process, because of the

highway robbers or pirates, and the poor-condition road and accommodation. The propensity to engage in tourism was socially sanctioned by the prevalent philosophy of the culture (applicable at least to elite adult male citizens). With its impressive technological, economic and political achievements, ancient Rome was able to achieve unprecedented levels of tourism activity that would not be reached again for at least another 1500 years. Accompanied by ample discretionary wealth, the Roman elite's propensity to travel on pleasure holidays gave rise to an "industry" of sorts (that supplied souvenirs, guidebooks, transport, guides, accommodation and other goods and services to the traveler). The number of specialized tourism sites and destination regions also increased substantially (the spas, the beach resort, second homes or villas). For Romans wealthy enough to travel a long distance, the historical sites of earlier cultures, especially those of the Greeks, Trojans and Egyptians, held the most interest. The geographical sophistication of the Roman world view is depicted in the world map compiled in the second century AD by the Roman geographer-astronomer Ptolemy. In the Dark Ages (c.500–1100), travel infrastructure deteriorated, the sizes of the elite classes and urban areas declined dramatically and the relatively safe and open Europe of the Romans was replaced by a proliferation of warring semi-states and lawless frontiers. In the Middle Ages (c.1100–1500), Christian pilgrimage was prosperous. Even the poorest people participated in this form of travel, given the perceived spiritual and physical benefits to be derived from the journey. The part of most pilgrims were willing to accept and even welcome a high level of risk as part of the overall experience, since suffering could confer even greater spiritual rewards upon the participant. The Crusades also contributed to the early development of this travel industry.

Early modern tourism (1500–1950) covers that the Renaissance of Europe was well under way, heralding the emergence of the modern era and the period of early modern tourism, the traditional elite, along with the emerging merchant and professional classes, displayed a pattern of behavior roughly comparable to what the Romans had achieved 1500 years earlier, villas reappeared throughout the Italian countryside, new resorts were established, and the improving transportation technologies facilitated long-distance travel within Europe and, gradually, to the European possessions beyond. Crowded urban areas and difficult working conditions resulted in a widespread demand for recreational opportunities that would take the workers into a more pleasant and relaxing environment. Domestic seaside resorts emerged to fulfill this demand. Seaside resorts such as Brighton and Scarborough soon rivaled inland spa towns such as Bath as tourist attractions, with the added advantage that the target resource was virtually unlimited, and the opportunities for spatial expansion along the coast were numerous. The Grand tour constitutes one of major links between the Middle Ages and contemporary tourism. Many young men from the aristocratic classes of the United Kingdom and the other parts of northern Europe undertook extended trips to continental Europe for educational and cultural purpose. There was no single circuit or timeframe that defined the Grand Tour, certain destinations feature

prominently. Thomas Cook is associated with the emergence of tourism as a modern, large-scale industry, even though it would take another 150 years for mass tourism to be realized on a global scale. Those international trips were still very much the prerogative of the very wealthy. Thomas Cook was to apply the formal production principles of the Industrial Revolution to tourism, with standardized, precisely, timed, commercialized and high-volume tour packages heralding the 'industrialization' of the sector, Thomas Cook can be described as an effective managerial pioneer of the industry that accommodated the demand for these products, while the development of attractions and tourist destinations such as the seaside resorts was a mainly unplanned phenomenon. Today, the package tour is one of the fundamental, taken-for-granted components of the modern tourism industry. Largely as a result of Cook and his adaptation of Industrial Revolution technologies and principles to the travel industry, tourism expanded significantly from the 1870s onwards. This growth was initially concentrated in the domestic sector of the more industrialized countries such as the United States, Western Europe and Australia. The international tourism growth in the post-Cook period of the early modern era was less robust than the domestic tourism sector.

Modern mass tourism (1950 onwards) includes the following: the rapid growth has been experienced by the global tourism industry during the post-World War II era of modern mass tourism and the rapid growth can be appreciated by examining the contemporary trend of inbound tourist arrivals and associated revenues.

### **III. The United Nations World Tourism Organization**

The United Nations World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

UNWTO, as the leading international organization in the field of tourism, promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the Global Code of Ethics for Tourism to maximize the contribution of tourism to socio-economic development, while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the United Nations Millennium Development Goals.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.





The origin of the World Tourism Organization stems back to 1925 when the International Congress of Official Tourist Traffic Associations was formed at the Hague. Following the end of the Second World War and with international travel numbers increasing, the IUOTPO restructured itself into the International Union of Official Travel Organizations (IUOTO). The goals and objectives of the IUOTO were to not only promote tourism in general but also to extract the best out of tourism as an international trade component and as an economic development strategy for developing nations<sup>①</sup>.

Towards the end of the 1960s, the IUOTO realized the need for further transformation to enhance its role on an international level. It was on the recommendations of the UN that the formation of the new intergovernmental tourism organization was based<sup>②</sup>. Operational links between the United Nations and the transformed Union are supposed to be established by means of a formal agreement<sup>③</sup>.

UNWTO came into operation on November 1, 1974. Most recently, at the fifteenth general assembly in 2003, the UNWTO general council and the UN agreed to establish the UNWTO as a specialized agency of the UN. Tourism will be considered on an equal footing with other major activities of human society<sup>④</sup>.

As of 2013, the membership of the UNUNWTO included 156 states<sup>⑤</sup>, six associate members<sup>⑥</sup>, and two observers.

Additionally there are some 400 affiliate members, representing the private sector, educational institutions, tourism associations and local tourism authorities, non-governmental entities with specialised interests in tourism, and commercial and non-commercial bodies and associations with activities related to the aims of UNUNWTO or falling within its competence.

### Questions for further discussion:

1. What is the concept of travelling and tourism?
2. How is the evolution and growth of tourism divided?
3. Briefly describe the origin of the World Tourism Organization.

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② United Nations General Assembly. General assembly—twenty fourth session, 1969.

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④ World Tourism Organization. UNWTO news, Madrid: World Tourism Organization, 2003.

⑤ United Nations World Tourism Organization. About UNUNWTO, 2007.

⑥ World Tourism Organization changes its abbreviation to UNUNWTO. UNUNWTO Press and Communications, Retrieved 2008-03-04.



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# **Chapter Two**

## **Common Sense of Chinese History and Culture**

### **I. Chinese History**

Chinese history began from the Ancient Period (ancient times–1840). Since Pan Gu created earth and the heaven, it's been a very long time, during which harmony existed between human being and nature and human being synchronized nature and environment.

Emperor Huang and Emperor Yan were two emperors in ancient Chinese legends. They were the earliest ancestors of the Chinese nation and they were born in Huanghe River Basin. In the Xia Dynasty, two tribes melted into one, i.e., the descendants of Yan and Huang: the Chinese Nation, Middle Kingdom i.e., China. Emperor Yan taught people to cultivate crops, establish markets for trading and he was the god of Chinese medicine. While Emperor Huang invented clothing, language, calendar, land vehicles, boat, bow and arrow. Emperor Huang's wife, Lei Zu, developed sericulture.

The Three Clan-rulers and Five Emperors (5000 BC–2500 BC) followed the Ancient Period. Suiren Clan was said to have invented the technique of creating fire from flint stones. Fuxi Clan was said to have invented the fish net for fishing. Shennong Clan was said to have invented agriculture and farming.

The Five Emperors (2500 BC–2100 BC) referred to Emperor Huang, Zhuangxi (grandson of Emperor Huang, Diku (great grandson of Emperor Huang, Yao and Shun. Fuxi created the eight trigrams, including figures made up of three elements that are either Yin or Yang, symbolizing Heaven, Earth, Thunder, Water, Mountain, Wind, Fire and Lake. On one of the columns of the Fu Xi Temple in Gansu Province, the following couplet describes Fu Xi's importance: Among the three primogenitors of Hua-Xia civilization, Fu Xi in Huaiyang Country

ranks first<sup>①</sup>. Three Sage Kings were Yao, Shun and Yu, passing the throne to the worthy and the capable. Yao is considered to be the dawn of authentic history, who issued an improved calendar, was an ideal emperor in people's mind and was humble, wise, very compassionate towards his people. Shun renowned for his modesty and filial piety and was the originator of the music called Daoshao. Yu, the Great, took 13 years to dig ditches to lead the water away and conquered the flood. Trice he had gone past his own house without even looking in. Gun built dam to block the flood.

The Xia Dynasty (2100 BC–1600 BC) was the first dynasty in China. The first king was Qi, who began the hereditary system in Chinese history and defeated Youhu tribe in Gan (the first recorded battle in Chinese history), the sixth King was Shaokang, who used sorghum to brew wine in about 1800 BC and began the Chinese wine culture and the last King was Jie, who was notorious for his debauchery such as ponds of wine and forests of meat. Its capital was Yangcheng (East to Dengfeng). Its main achievements were formation of Hua Xia People and farming and stockbreeding were well developed at that time.

The Shang Dynasty was from 1600 BC to 1100 BC. Tang was the first king of the Shang Dynasty, who overthrew Jie, the last ruler of the Xia Dynasty. Its capital was Shangqiu (North to). Its achievements included the most advanced bronze-working civilization in the world, separation of Chinese society into town and country dwellers, oracle bone inscription and the beginning of the Chinese written language. Zhou was the last king of the Shang Dynasty, who was a debauched tyrant and was defeated in the field of Mu.

The Zhou Dynasty (1106 BC–221 BC) was divided into Western Zhou (1027 BC–771 BC whose capital was Haojing, west to Xi'an) and Eastern Zhou 770 BC–221 BC (770 BC–476 BC was Spring and Autumn Period and 475 BC–221 BC was Warring States Period), whose capital was Luoyi (Luoyang). King Wen of Zhou put Fuxi's trigram upon trigram to form a hexagram, symbolizing a higher level of diversification and sought Jiang Shang/Old Master Jiang to be his right-hand man.

Its first king was King Wu of Zhou, who was successor of King Wen and defeated Shang's army in the field of Mu and its last king was King Nan of Zhou. The Zhou Dynasty was established from a slave system to a feudal one and at that time the flourishing of Chinese culture of contention of one hundred schools of thought emerged.

The Hundred Schools included confucianism (Confucius, Mencius), Taoism/Daoism (Lao Zi, Zhuang Zi), Moism (Mo Zi), Legalism (Han Fei Zi), Dialecticians/Logicians, Yin-Yang philosophers, Agriculturalists, Militarists and Eclectics. Confucius declared Ren and Li, restoration of early Zhou's ritual and self-cultivation. He stated that moral men make good

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<sup>①</sup> Editor Committee. *Worshipping the Three Sage Kings and Five Virtuous Emperors—The Imperial Temple of Emperors of Successive Dynasties in Beijing*. Beijing: Foreign Language Press, 2007.



rulers and virtue can be attained by following the proper way of behaving. Confucianism is an ethical and philosophical system developed from the teachings of the Chinese philosopher Confucius<sup>①</sup>. Historically, cultures and countries strongly influenced by Confucianism include Chinese mainland, China's Taiwan, China's Hong Kong, China's Macau, the Republic of Korea, Japan and Vietnam, as well as various territories settled predominantly by Chinese people, such as Singapore. In the modern times, Confucianism's influence has been vastly reduced and few people identify themselves as Confucians<sup>②</sup>. Instead, people often see Confucian ethics as a complementary guideline for other ideologies and beliefs, including democracy<sup>③</sup>, Marxism<sup>④</sup>, capitalism<sup>⑤</sup>, Christianity<sup>⑥</sup>, Islam<sup>⑦</sup> and Buddhism<sup>⑧</sup>. Mencius stressed Yi and thought human nature was basically good. Xun Zi believed that human nature was basically evil.

Taoists laid their stress on simplicity, humanity and returning to nature. Legalist (Han Feizi) deemed that human nature was basically evil, system of reward and punishment could ensure the survival of the state and its supremacy over all others and a series of draconian laws could make a nation easier to control.

The Qin Dynasty was 221 BC to 206 BC. Its first emperor was Qin Shihuang and its last emperor was Qin Emperor II. Its capital was Xianyang. The Qin Dynasty established the first centralized monarchy in China. The written language was simplified and made uniform. The weight, measures and coinage were standardized. It built a network of roads, set standard dimensions for the wheel-base of all carriages and carts. It built the Great Wall. In the Qin Dynasty, the Uprising of Chen Sheng and Wu Guang, the first peasant uprising in China's history, took place.

The Han Dynasty (206 BC–220 AD) was divided into the Western Han Dynasty (206 BC–23 AD), whose capital was Chang'an and the Eastern Han Dynasty (25–220), whose capital was Luoyang. In the Han Dynasty, Confucianism became the most important philosophy.

① Craig Craig, Edward. *Routledge Encyclopedia of Philosophy*, Volume 7, Taylor & Francis, 1998.

② Herbert Fingarette, *Confucius: The Secular as Sacred*. Harper, 1972.

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