



21 世纪旅游英语系列教材

ENGLISH

实用导游英语 (社会与文化) (第二版) 王向宁 / 主编

Practical Tour Guiding English
(Chinese Society & Local Culture) (The Second Edition)



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(社会与文化)

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The aim of this textbook is to introduce tourism English and professional tour guiding knowledge and skills to Chinese readers and students. We are indebted to many sources for the passages and pictures selected for reading. With regard to the issue of copyright, we have made extensive efforts to contact the publishers and authors of these passages and pictures, but for various reasons we have been unable to establish communication in some cases. In these cases we apologize to the publishers and authors in advance and will be happy to make fuller acknowledgement in due course. For any questions concerning copyright and permissions, please contact.

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前言

《实用导游英语》是面向全国高等院校旅游专业和旅游职高学生编写的专业英语教材,同时也可供旅游业从业人员和外事接待人员作为自学教材和工具书。

本教材在构架、内容、编排等方面做了大胆创新。从导游人员应具备的基本知识和语言技能出发,力求整套教材结构合理,内容具备实用性和针对性。

本套教材分为“风景名胜”和“社会与文化”两分册。“风景名胜”分册系统地介绍了我国的故都风貌、名山大川、宗教圣地、海滨胜地、丝绸之路、草原湖泊、陵墓园林、主题公园、溶洞和瀑布、人间仙境及香港、澳门特别行政区和我国台湾地区等。“社会与文化”分册则介绍了我国的风俗民情、传统节日、饮食文化、饮茶品酒、戏曲杂技、建筑风格、宗教信仰、传统医学、民间传说、精华国粹、特殊兴趣旅游及新兴业态等。课文选材注意典型性和代表性,内容上注意重点突出,既强调特色又详略得当,以期学生可以触类旁通、举一反三。两分册可单独使用,配合使用效果更佳。

本套教材的另一特色是在每个单元后都独立设计有一个“导游技巧和业务”板块。该板块由导游业务知识和技巧、实操性练习、案例分析三部分构成,旨在让读者了解导游工作中常见问题的预防和处理技巧。

为加强听说能力的训练和感官体验,本套教材每个单元还设计了“听说板块”和“视频板块”。“听说板块”由两篇与旅游相关的听力材料、与单元主题相关的课堂讨论和小组活动构成。“视频板块”则一方面是单元主题内容的实景展示,另一方面还增加和拓展了相关知识。这两个板块的听力录音和视频可到北京大学出版社网站 www.pup.cn 下载。

为了增加活泼性和趣味性,提高学生的学习兴趣,每篇课文都配有与主题相关的精美图片。

本教材在编写过程中,参考了一些出版物和网站(详见参考文献)。由于选材广泛,书中没有一一注明出处,希望得到原作者的支持和谅解,并接受我们诚挚的谢意!此外,为了使学生有一个直观、感性的认识,并使版面活泼轻松,我们采用了一些公开发表的图片。由于部分图片无法联系到原作者,所以敬请原作者和读者见谅!

实用导游英语

本教材在编写过程中承蒙中国旅游研究院院长戴斌教授、北京第二外国语学院旅游研究院院长张辉教授的大力支持和帮助,在此表示衷心感谢。

本套教材的修订版由来自北京第二外国语学院应用英语学院、中瑞酒店管理学院、中国国际旅行社的多位编者共同完成,他们是:王向宁、韩鸽、徐明宇、冯蕾、栗娜、甄真、彭洪明、张敏、姚天洋、张艳妍、曹宪荣、李杰。

由于时间仓促,本教材难免有疏漏不足之处,恳请广大读者批评指正。

王向宁













2014.1

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Unit 1 General Introduction to China

▶▶ 导读

中国, 又称华夏、神州、九州, 有着五千多年的悠久历史, 与古埃及、古巴比伦、古印度并列为“世界四大文明古国”。中国地大物博, 陆地面积约960万平方公里; 人口超过13亿; 有56个民族, 统称为中华民族。龙是中华民族的象征。

WARM-UP QUESTIONS

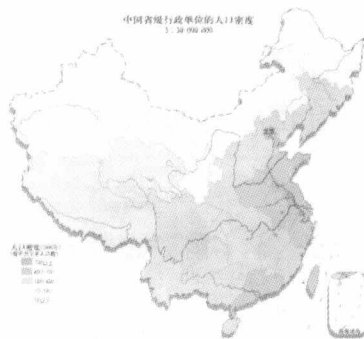
Historically speaking, China has always been a populous country with a vast territory. On this beautiful land there have lived many ethnic groups. Do you know which ethnic group the following people belong to? What do you know about these ethnic minorities? Talk about it with your partners.



Text A

Chinese Population

China is the world's most populous country with 1.36 billion at the end of 2013, accounting for one-fifth of the total global population. This figure does not include the Chinese living in the Hong Kong and Macao Special Administrative Regions, and Taiwan region. As a result, although China has the third largest territory in the world, the population density is about 142 per square kilometer, roughly four times greater than that of the US. ^① Most of the population of China live in the middle and lower reaches of the Yellow River, Yangtze River and Pearl River valleys, and the Northeast Plain. ^②



According to the traditional Chinese beliefs of family, more children mean greater happiness and a bigger fortune. Consequently, China had always boasted a relatively larger population than other countries throughout history. After the foundation of New China in 1949, the population grew rapidly due to the stable social situation, the rapid increase in production across all sectors of the national economy, as well as improved medical and health conditions. ^③ The government at first was not fully aware of the importance of population control. By the end of 1969, Chinese population had already reached 806.71 million.

Fortunately, in the early 1970s, the Chinese government realized that the booming population was harmful to economic and social development and would put great pressure on employment, housing, communications and medical care and the like. ^④ The leaders began to understand that if the over-rapid population growth could not be effectively reversed, it would probably endanger the necessary conditions for the survival of humanity, along with China's sustainable social and economic development ^⑤. Then the Chinese government began implementing a policy of family planning, population control, and population quality improvement. These measures accorded with China's basic conditions of being a large country with a poor economic

Vocabulary

populous 人口众多的
density 密度
communication 通信
reverse 倒转
endanger 危及
survival 生存
humanity 人类



foundation, particularly its large population and limited amount of arable land, so as to promote the development of the economy, society, resources and environment.^⑥ The basic requirements of family planning are late marriages and late childbearing. The aim is to have fewer but healthier babies; couples are limited to have just one child. At the same time, a flexible family planning policy has been

adopted for rural people and ethnic minorities. This is especially the case for minorities: each ethnic group may work out different regulations according to its own wishes, population, natural resources, economy, culture and customs.^⑦

Since then birth rates have steadily declined year by year. China's birth rate dropped from 34.11 per thousand in 1969 to 12.08 per thousand by the end of 2013; at the same time, the natural growth rate decreased from 26.08 per thousand to 4.92 per thousand, thus basically realizing a change in the population reproduction type to the one characterized by low birth and death rates and a low population growth rate.^⑧

arable 适于耕种的
childbearing 生育
flexible 灵活的
rural 农村的
reproduction 繁殖

Notes

1. As a result, although China has the third largest territory in the world, the population density is about 142 per square kilometer, roughly four times greater than that of the US. 因此, 尽管中国拥有世界第三大面积的领土, 人口密度却达到 134 人/平方公里, 大约为美国的四倍。
2. Most of the population of China live in the middle and lower reaches of the Yellow River, Yangtze River and Pearl River valleys, and the Northeast Plain. 中国的大部分人口生活在黄河流域、长江流域和珠江河谷以及东北平原地区。
3. After the foundation of New China in 1949, the population grew rapidly due to the stable social situation, the rapid increase in production across all sectors of the national economy, as well as improved medical and health conditions. 在 1949 年新中国成立之后, 由于社会稳定、国民经济各部门生产的快速发展以及医疗健康水平的提高, 中国人口快速增长。
4. Fortunately, in the early 1970s, the Chinese government realized that the booming population was harmful to economic and social development and would put great pressure on employment, housing, communications and medical care, and the like. 幸运的是, 在 20 世纪 70 年代初期, 中国政府意识到人口的迅速增长会对经济和社会的发展造成危害, 也会给就业、住房、通信和医疗等方面造成巨大压力。
5. sustainable social and economic development 社会和经济的可持续发展

6. These measures accorded with China's basic conditions of being a large country with a poor economic foundation, particularly its large population and limited amount of arable land, so as to promote the development of the economy, society, resources and environment. 这些措施符合中国作为一个经济基础薄弱的大国的基本国情,特别是符合中国人口众多而耕地有限的情况,能够促进经济、社会、资源和环境等方面的发展。

accord with 符合,一致

e.g. What you have just said does not accord with what you told us yesterday. 你刚才说的和你昨天告诉我们的不一样。

7. This is especially the case for minorities: each ethnic group may work out different regulations according to its own wishes, population, natural resources, economy, culture and customs. 特别是对于少数民族,每个少数民族都可以依据自身的意愿、人口数量、自然资源、经济条件、文化和习俗等各方面的情况制定出不同的制度。
8. ...basically realizing a change in the population reproduction type to the one characterized by low birth and death rates and a low population growth rate. 基本实现了人口生育类型的转变,成为低出生率、低死亡率和低增长率的社会。

Text B

Chinese Geography

Located in the eastern part of the Asian continent and western shore of the Pacific Ocean, People's Republic of China occupies a landmass of 9.6 million square kilometers, and is the third largest country in the world, next only to Russia and Canada. The Chinese territory comprises about 6.5 percent of the world total land area. It is predicted by World Travel Organization that by the year 2020, China will become the world's number one travel destination.

From north to south, the territory of China measures about 5,500 kilometers, stretching from the center of the Heilongjiang River, north of the town of Mohe to the Zengmu Reef^① at the southernmost tip of the Nansha Islands. When North China is still covered with snow, people in the South China are busy with spring plowing. From west to east, the nation extends about 5,200 kilometers from the Pamirs^② to the confluence of the Heilongjiang and Wusuli Rivers^③, with a time difference of over four hours. When the Pamirs are cloaked in night, the morning sun is shining brightly over East China. With a land boundary of some 22,800

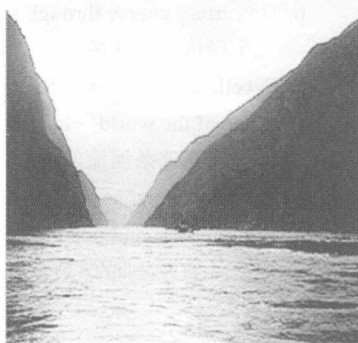
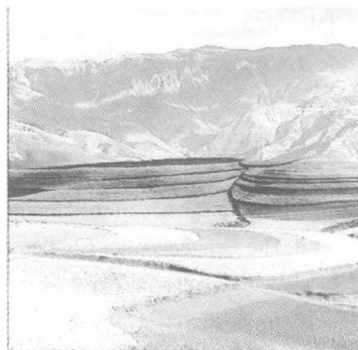
Vocabulary

landmass 大陆
plowing 耕作
confluence 汇合
cloak 掩盖
boundary 边界

kilometers and a sea boundary of more than 18,000 kilometers, China has more neighbors than any other countries in the world, with a total of 20 contiguous countries.

Topographically speaking, the terrain gradually descends from west to east like a staircase. The Qinghai-Tibet Plateau, averaging more than 4,000 meters above sea level, is called “the roof of the world”.^④ When taking a bird’s-eye view of China, it is easy to figure out that China is basically a mountainous country, with two-thirds of its total land area covered by mountains, hills and high plateaus. Seven of the world’s twelve highest peaks exceeding 8,000 meters in height are located in China. Mount Everest^⑤, the highest peak in China, is also the highest in the world.

The eastern part of China is flanked by the Pacific. More than 5,000 islands have scattered over a spectacular area of the sea, with Taiwan Island as the largest. China abounds in rivers. The inland river system accounts for 36 percent of the total land area in China. The Yangtze River, with a total length of 6,300 kilometers, is the longest river in China and the third



contiguous 毗邻的
topographically 地形学地
descend 下降
bird’s-eye 鸟瞰的
exceed 超过
flank 在……的侧面
spectacular 壮观的
artery 动脉, 要道
waterway 水路
framework 框架

longest in the world. This artery course through several of China’s most economically developed regions.^⑥ Excellent river ports—Shanghai, Nanjing, Wuhan, and Chongqing—are located along this river, making it one of the world’s busiest inland waterways.^⑦ The Yellow River is the second longest river in China. It’s said that the Chinese civilization was born just along this river, which has won the river the fame of “the Mother River” of the Chinese nation. The two rivers, as well as the Pearl River in South China, have provided the framework for agricultural development and population growth throughout Chinese history.^⑧

Notes

1. Zengmu Reef 曾母暗沙, 位于南沙群岛南端, 是中国领土的最南点, 形如纺锤, 为水下珊瑚礁, 面积 21.2 平方公里。
2. Pamirs 帕米尔高原, 古称不周山, 汉代后称葱岭, 位于中亚东南部、中国的西端, 目前除东部倾斜坡归中国管辖外, 大部分属于塔吉克斯坦, 只有瓦罕帕米尔属阿富汗。
3. the confluence of the Heilongjiang and Wusuli Rivers 黑龙江和乌苏里江的交汇处
4. The Qinghai-Tibet Plateau, averaging more than 4,000 meters above sea level, is called "the roof of the world". 青藏高原, 平均海拔 4000 米以上, 素有“世界屋脊”之称。
5. Mount Everest 珠穆朗玛峰, 是喜马拉雅山的主峰, 海拔 8844.43 米, 为地球上第一高峰, 地处中国和尼泊尔边界东段, 北坡位于中国境内。藏语称“珠穆朗玛”, 意为“神女第三”。
6. This artery course through several of China's most economically developed regions. 这条水路流经中国几个经济最发达的地区。
7. Excellent river ports—Shanghai, Nanjing, Wuhan, and Chongqing—are located along this river, making it one of the world's busiest inland waterways. 几个优良的河流港口——上海、南京、武汉和重庆——都分布在这条河流的沿岸, 这使它成为世界上最繁忙的内河水路之一。
8. The two rivers, as well as the Pearl River in South China, have provided the framework for agricultural development and population growth throughout Chinese history. 这两条河, 同南方的珠江一道, 在中国的历史上, 一直为农业的发展和人口的增长提供基本的框架。

Text C

Fifty-Six Ethnic Groups in China

From the hinterlands of the north, to the lush jungles in the south, from the mountains of Taiwan in the east, to the top of the world in the west, China serves as home to 56 officially registered ethnic groups. The largest group, the Han, makes up over 91.6% of China's vast population, and it is the elements of Han civilization that the world considers the main body of "Chinese culture". Yet, the 55 ethnic minorities, making up the remaining 8.4% according to the Fifth National Population Census in 2000, maintain their own rich traditions and customs, and all are part of Chinese culture.

With a population of 1,159.4 million, the Han Chinese can be found in almost every part of China. They form the largest ethnic group within China and also the largest in the world. The Han nationality uses

Vocabulary

hinterland 穷乡僻壤
jungle 丛林
census 人口普查

its own spoken and written language, known as the Chinese language, which has been and is currently used all over China and is one of the working languages of the United Nations. The Han culture belongs to one of the world's oldest civilizations, boasting a lot of outstanding achievements in many fields including politics, military affairs, philosophy, literature, art and natural science.^①

The 55 ethnic minorities, though fewer in number, are distributed over some 50% of Chinese territory mostly in border areas. The largest is the 16 million-strong Zhuang in Southwestern China.^② Most of the 55 ethnic minorities use their own languages. They have developed individual customs regarding food, clothing and etiquette, in response to their own particular environments, social conditions and levels of economic development.^③ Many of the minorities have their own religious beliefs. For example, the Hui, Uigur, together with some other peoples, adhere to Islam; the Tibetans and Mongolians follow Tibetan Buddhism; and the Dai, Blang and Deang to Hinayana Buddhism.^④ Chinese government has respected their religious beliefs and made efforts to preserve their religious freedom.

Chinese government has made equality, unity, mutual help and common prosperity as its basic principles in handling the relations between ethnic groups.^⑤ Accordingly, China has practised a regional ethnic autonomy system in which autonomous organs of self-government are established under the unified leadership of the central government.^⑥ The minority people exercise autonomous rights, and are masters in their own region and administer their own internal affairs. By now, China has five Autonomous Regions for its minorities: Guangxi, Xinjiang, Tibet, Inner Mongolia and Ningxia.^⑦ Since many minorities reside in the remote areas and are usually poor, Chinese government has instituted preferential policies to provide training and other aid for the minorities to progress, govern and manage their lives^⑧.



distribute 分布
etiquette 礼节
adhere 坚持
Islam 伊斯兰教
Tibetan Buddhism 藏传佛教
Blang 布朗族
Deang 德昂族
Hinayana Buddhism 小乘佛教
prosperity 繁荣
autonomy 自治
organ 机关
self-government 自治
reside 居住