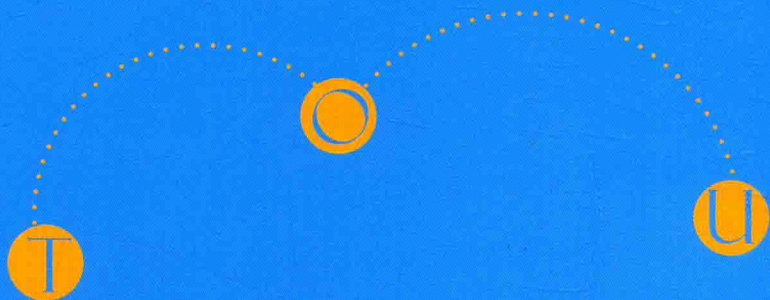




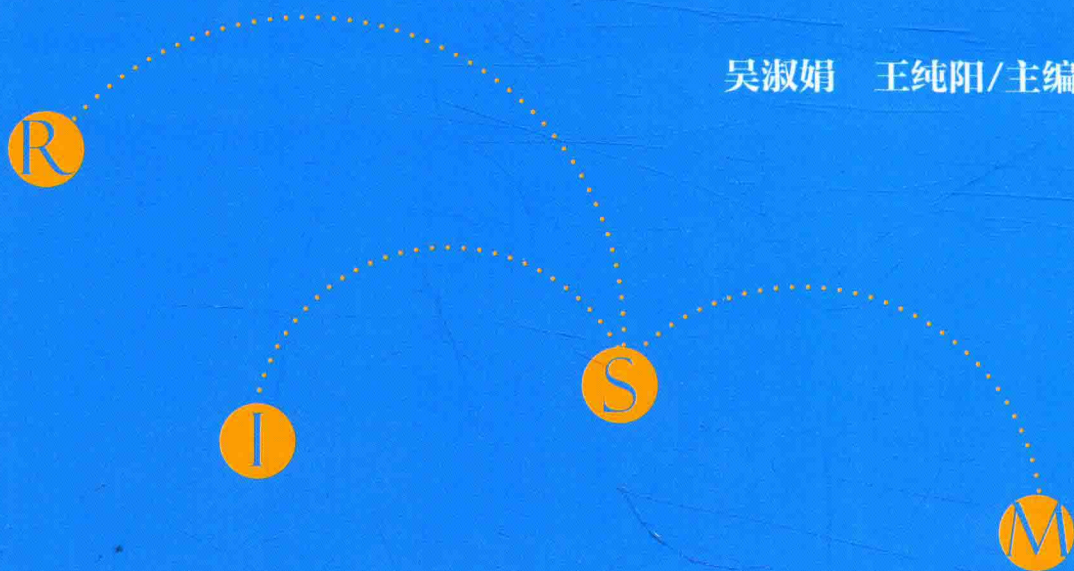
“十三五” 高等教育规划教材

高等院校旅游专业“互联网+”创新规划教材



旅游英语 实用教程

吴淑娟 王纯阳/主编



北京大学出版社
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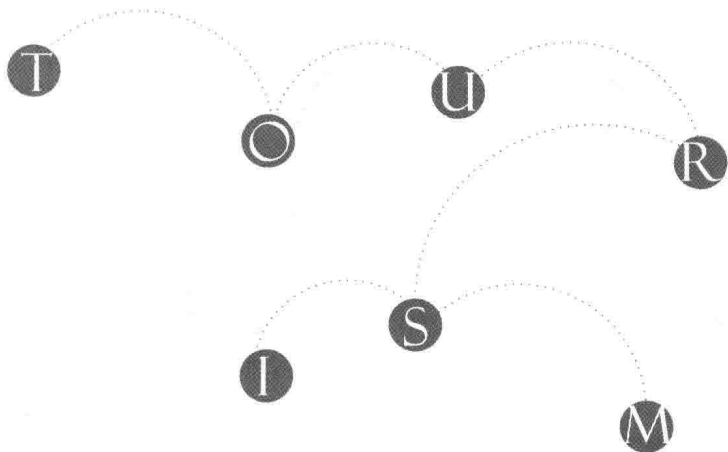


高等院校旅游专业“互联网+”创新规划教材

本教材获“广东省旅游管理专业综合改革试点项目（编号：6411）”资助

吴淑娟 王纯阳/主编

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内 容 提 要

本书以培养高校应用型旅游管理人才的口语应用能力为目标,根据高校本科教学的实际情况,以广东省旅游业为背景,主要围绕旅游服务过程中的主要环节,按时间先后顺序,以邀请客人、准备接待客人、接待客人、入住酒店、会议服务、餐饮服务、旅游观光服务、购物服务、酒店退房、送客人和紧急事项处理为主题,共分11章。各章均包括导入、常用词汇和表达方式、示范对话、练习、补充阅读等内容。

本书可作为旅游管理专业师生教学使用,也可供旅游管理者、旅游研究者及从事旅游工作并且希望更多了解旅游专业知识的人士参考使用。

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前言

Preface

Tourism in China has greatly expanded over the last few decades since the beginning of reform and opening up to the outside world. According to the prediction of World's Tourism Organization, China will become the No. 1 inbound tourist market and the No. 4 outbound tourist market. The world is on the cusp of a sustained Chinese tourism boom.

Along with the fast development of China tourism, the number of international guests is increasing. Demands for "tourism + English" inter-disciplinary talents are uprising. The class of Tourism Oral English is offered in many universities for the training of both English and tour guiding skills.

This book is compiled for the above purpose. It begins every chapter with a Lead-in, which gives a brief introduction to the subject; then, follows with useful words & expressions; and then the model dialogues. The part last but two is the tasks, which include questions for discussion, translations, and situational dialogue practices. The last part is supplementary reading materials, which are selected from the textbook of *Guangdong English Tour Guide*.

Arrangement like this is good for the training of oral English for tourism majors and English tour guides for the reasons below:

1. It provides useful words, sentences patterns and model dialogues, which are basics of oral expressions.
2. The various forms of practices can not only provoke the learners' thinking, but also train them in the accurate expressions of both Chinese and English.
3. Materials used in the last two parts are about Jiangmen City and Guangdong province, which is especially fit for learners in Guangdong province.

The book is completed with the support of projects of the Tourism Major in Wuyi University, without which; the publication of the textbook would be of little possibility. In addition, many thanks to students in Class 120118 and my dear friend, Ms. Anlin Lin, who gives me a big hand in translation and proofreading. At last, deep appreciation belongs to my dear husband, daughter and son. They give me motivations to go further and further.

Wu Shujuan

July 7, 2015

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Invitations

Goals:

After learning this chapter, you will be able to:

- extend an invitation;
- accept an invitation;
- refuse an invitation.

Key Points:

1. The expressions of extending an invitation and persuading your guests to come.
2. The expressions of refusing an invitation politely.

I. Lead-in

Question: As a tourist dealer, inviting guests coming is the beginning of business, what shall he/ she pay attention to when doing this?

Successful business invitations should clearly identify the event's purpose and scope, contain clear event details and be in language suitable to potential guests.

The event details include the event's date and time, the location and directions, the purpose, the agenda, the keynote speakers and their topics, the cost to participate (if any), the cost and availability of food and drink, the cost and location of parking and any incentives for attending.

Speak to your audience. For example, if you are holding a job fair aimed at current students, you may want to use language that is upbeat and current, which will appeal to that age group and reflect positively on the organization. Alternatively, if you are inviting stakeholders to the annual meeting, the wording should be formal and dignified to reflect the nature of the event.

Identify whom you will invite to the event. Event resources are likely limited so to receive the most return on your event dollars, you will need to attract the right audience to your event, like an audience that is in the market for your products or services now or will be in the near future. Spend the necessary time updating and verifying guest lists to ensure key members of your target audience are invited.

Do send a written invitation. You need to decide whether you want to send the invitation by e-mail or by postal mail. An e-mail invitation will be quicker, less expensive and can be verified for delivery. However, an invitation sent through the mail adds a personal touch. If using an e-mail, choose a template that is not too heavy on graphics to ensure it can be opened quickly. Consider copying the invitation into the body of the e-mail so that invitees will see it immediately. Send invitations several weeks in advance to ensure maximum availability for attendance.

II. Useful Words & Expressions

1. Useful Words

available 有空的

occasion 场合

decline 拒绝

cantonese opera 粤剧

cancel 取消

unexpected 意外的

rain check 下次再约

appoint (尤指在时间或地点方面的)

约定; 确定

to make an appointment 预约

to confirm an appointment 确定约会

to change an appointment 改约

to keep an appointment 守约

to have an appointment with sb. 与某人有约

to cancel an appointment 取消约会

to reschedule an appointment 重新安排约会

to postpone/ put off an appointment 推迟约会

to call on 拜访

to be engaged 约会

2. Useful Expressions

1) Extending an Invitation

- Would you do me the honor of dancing with me?
- Would you do me the pleasure of dancing with me?
- Could I have the honor of dancing with you?
- Could I have the pleasure of dancing with you?
- Would you honor me with a dance?
- Could I have the honor of your company at dinner tonight?
- Would you honor me by coming to the party tonight?
- Would you come to our party, please?
- Would you like a cup of tea?
- Would you like to sit with us?
- Won't you come in and have a cup of tea?
- Shall we go there together?
- Do join me for a coffee.
- Do try to come.
- I'm going to pay a visit to the farm. Would you like to come?
- We'll be glad if you can come to our meeting.
- Will you join us for dinner?
- I'd very much like you to come to our party.
- What about a cup of tea?
- How about coming with us to the cinema?
- Why don't you come with us?

2) Refusing an Invitation

- I'm afraid I can't.
- I'm sorry. I can't.
- I'd like to, but my mother is ill.
- I'd very much like to, but I've already had plans for tonight.
- I wish I could, but I've promised to show Tom around.

- Thank you for asking me, but I'm not feeling well.
- If you don't mind, I'd rather not. I've got a bit of a headache.

3) Accepting an Invitation

- Yes. It's very kind of you.
- Yes. That's very nice of you.
- I'd very much like to. Thank you.
- I'd love to.
- I'd be glad to.
- That would be very nice.
- With pleasure.
- All right.

III. Model Dialogues

Dialogue 1 Extending an Invitation

Situation: Bill Smith is inviting Catherine to the Guangzhou Travel Fair.

A: Bill **B: Catherine**

A: Hi, Catherine. What are you doing on this Saturday?

B: Nothing in particular. What's up?

A: Well, my wife and I will invite you to join us to the Guangzhou Travel Fair. It is one of the most important international travel fairs of the Asia-Pacific region.

B: Sounds great. I'd love to come. Thanks. What kind of occasion it is?

A: It's a huge exhibition, with more than 500 exhibitors, 15,000 square meters exhibition area. You'll like it and have a good time.

B: Good. What time?

A: How about 9:00 a.m.?

B: Great!

A: I'll be waiting for you in the hotel lobby at 8:50 a.m., OK?

B: Yeah. No problem. Thanks a lot.

A: It's my pleasure. Goodbye!

B: Goodbye!

Dialogue 2 Accepting an Invitation

Situation: Xiao Lin is the secretary of Mr. Liu. She is sent to invite Mr. White, their client, to a

banquet that evening.

X: Xiao Lin W: Mr. White

X: Good morning, Mr. White.

W: Good morning, Xiao Lin. How nice to see you again. Come in please.

X: How fresh you are looking! I think you must have had a refreshing sleep.

W: Yes, thank you, Xiao Lin. This is a very good hotel.

X: I'm very happy to hear that. Well, by the way, I wonder if you are free this evening.

W: I'm not sure, but let me check my schedule. Ah, yes, I'm free.

X: Great! Our general manager, Mr. Liu, has asked me to come over to invite you to the banquet held in your honor at the Shanghai Hotel at 6:30 tonight. Here's an invitation card for you.

W: How nice of him! I'll be delighted to go. But what time will be convenient?

X: If you could be ready by, say, 6:00 p.m., I'll be at the hotel to pick you up.

W: That's good. It's most thoughtful of you to do so, Xiao Lin.

X: My pleasure. As this is your first visit to China, you would no doubt be interested in Chinese cooking. Well, then I'll say goodbye.

W: Goodbye, Xiao Lin. See you tonight.

Dialogue 3 Declining an Invitation

Situation: Miss Wang is declining William's invitation.

W: William Y: Miss Wang

W: Hello, Miss Wang. It's nice to meet you.

Y: Hello, William. How are you!

W: Pretty good, thank you. Are you going to do anything special on Friday night? I am wondering if you'd like to go to see the Cantonese opera with me.

Y: Do you mean this Friday night?

W: Yes, this coming Friday night.

Y: Ah, William, I'd like to, but I've already had plans that night. I have some friends coming.

W: What about Thursday night then?

Y: Thank you very much, but I'm afraid I can't. I'm booked up on Thursday night, too. My aunt has asked me to take care of her child.

W: What a pity. Maybe some other time?

Y: Yeah, maybe. Thanks, anyway.

Dialogue 4 Canceling an Appointment

Situation: Emma has accepted Kevin's invitation, but something unexpected happened. So she has to cancel her plan.

E: Emma **K: Kevin**

E: Kevin, I hate to do this, but I have to cancel my plan.

K: Oh, no! Why? I am looking forward to seeing you on the strawberry picking party.

E: Yeah, I really want to come too. But something unexpected has come up. My grandma is ill. So, I have to pay a visit to her.

K: Oh, I'm sorry to hear that. Hey, don't worry about it. We can get together next time. Please send my regards to your grandma. Just give me a call when you come back.

E: Sure, thanks for your understanding.

IV. Tasks

1. Discussion

When inviting the overseas Chinese to join a travel fair, what shall we pay attention to?

2. Translate the following sentences into English

- (1) 不知您是否愿意参加我们周日举行的龙舟比赛?^[1]
- (2) 谢谢你的邀请, 不过我恐怕不能来参加您的万人宴^[2]了。
- (3) 我查看一下日程安排^[3]。对不起, 那天也没时间。
- (4) 那就这样定了, 我们今晚6点30分在逸豪酒店大堂^[4]见。
- (5) 茶庵寺是江门市郊^[5]一处著名的名胜古迹^[6], 坐落^[7]于江海区外海镇, 距市区约十公里, 是一个风景幽美^[8]的好去处。
- (6) 开平市赤坎镇向来以中西合璧^[9]的古建筑、淳朴的民情民风^[10]和地道^[11]的风味小吃^[12]而闻名远近。

3. Translate the following passage into Chinese

Jiangmen: Tourism to Boost Development

The signing of CEPA^[1] and the to-be-built Zhuhai-Hong Kong-Macao Bridge^[2] provide an excellent opportunity for the take-off of Jiangmen, mid-south of Guangdong, the No. 1 Overseas Chinese Hometown^[3] in China.

The China Overseas Chinese Hometown (Jiangmen) Tourist Festival^[4] is held ceremoniously in Jiangmen. The tourist festival aims to promote tourism, to speed up the infrastructure construction^[5], to strengthen the ties between home and abroad^[6], as well as to improve the investing environment^[7] of the city. Jiangmen is striving to^[8] build up a famous



【参考翻译】



【参考翻译】

tourist resort^[9] of the world.

The main activities in the festival include: Jiangmen Overseas Chinese Hometown Art Festival, Jiangmen Overseas Chinese Hometown Food Festival, traveling around the overseas Chinese hometowns, investing environment introduction conference, etc.

New Jiangmen, New Advantages, New Development

Being one of the key cities in the western part of Pearl River Delta (PRD)^[10], Jiangmen has its own advantages:

Unique Geographical Advantages

Jiangmen is located in^[11] the west of Pearl River Delta, facing^[12] South China Sea. It adjoins^[13] Hong Kong and Macao in the south and connects with^[14] Guangzhou and Foshan in the north, Zhuhai and Zhongshan in the east, Yangjiang and Zhaoqing in the west. It is 100 kilometers away from Guangzhou and Zhuhai by highway^[15]. The distance of water transport to Hong Kong and to Macao is 95 and 53 nautical miles^[16] respectively. In PRD, Jiangmen has unique geographical advantages and thus becomes a hub of transportation^[17] and communicational linking^[18] the vast southwestern part of the country and west Guangdong with the PRD and Hong Kong and Macao.

Hometown of Overseas Chinese

Jiangmen is the No. 1 hometown of overseas Chinese. More than 3.6 million overseas Chinese (about one tenth of the country's total), residing in Hong Kong, Macao, Taiwan and 107 countries and regions, were originally from Jiangmen^[19]. They have strong ties with their ancestral home^[20] and have contributed a great deal to its economic and social development. In the past 20 years, the overseas Chinese and foreign friends have contributed money^[21] and things worth of HK\$4.7 billion, to help develop the city's cultural, educational and other public facilities^[22].

Sound Industry

Jiangmen has a strong industry foundation and it has already been ranked among the top 50 Chinese cities in respect of their comprehensive strength^[23]. In 2002, Gross Domestic Product (GDP)^[24] of Jiangmen reached 66.082 billion yuan and per capita^[25] GDP 2090 US dollars.

Excellent Environment

Jiangmen is a city with vast territory^[26]. Its land area is about ten thousand square kilometers, one quarter the size of Pearl River Delta.

Jiangmen is rich in natural resources^[27]. Hot springs^[28], beach^[29], culture of overseas Chinese and historic and cultural sites^[30] have been the four main tourist attractions^[31] in Jiangmen.

Jiangmen is called "the land of Hot Springs"^[32]: Jinshan Hot Spring^[33], Didu Hot Spring^[34],

Taishan Hot Spring^[35], Gudou Hot Spring^[36],

Other natural tourist's attractions:

Guifeng Mountain National Forest Park^[37],

Shangchuan and Xiachuan Tourist Area^[38],

Baishuidai Tourist Spot^[39]

Dayan Mountain Scenic Spot^[40],

Bird's Paradise in Xinhui^[41],

Qixingkeng Virgin Forest^[42]

Jiangmen also has a variety of historic and cultural sites with the unique style of an overseas Chinese homeland, which are state-class preservation spots of cultural relics.

The former residence of Liang Qichao^[43]

Watchtower in Kaiping^[44]

There are seven provincial preservation spots of cultural relics^[45]:

Yamen Ancient Fort^[46],

Watchtower in Kaiping^[47],

Stone Tower in Longxing Temple^[48],

Zhenshan Pagoda^[49]

(newsgd.com November 20, 2003)

4. Role-play

1) Situation 1

Jackson is an overseas Chinese who comes back from New York. Bill is a sales manager in Dafang Tour Agent. They are good friends. Bill asks Jackson to join the Jiangmen Travel Fair.

2) Situation 2

Tom works for a large tour company. John is Tom's boss, but they don't know each other very well. Tom decides to invite John and his wife to dinner for Gujing roast goose.

V. Supplementary Reading

Guangdong Province, bordering on^[1] the South China Sea^[2], is located in the south of China's mainland. It adjoins Fujian Province on the east, Jiangxi and Hunan provinces on the north and Guangxi Zhuang Autonomous Region^[3] on the west, with Hong Kong and Macao lying to its south respectively on the east and west banks of the Pearl River estu-



【参考翻译】

ary^[4]. It covers an area of about 180,000 square kilometers of land and 420,000 square kilometers of sea with a total population of 94,500,000. Located on the subtropical zone^[5], Guangdong enjoys a mild climate^[6] and a rich rainfall^[7], with an average annual temperate^[8] of 22.3°C centigrade^[9] and a rainfall of 1,700 mm.

With Guangzhou as its capital, Guangdong Province now has jurisdiction over^[10] 21 prefecture-level cities^[11], among which Shenzhen, Zhuhai and Shantou are the three earliest Economic Special Zones^[12] opened to the outside world. Four prefectural cities—Chaozhou, Meizhou, Foshan and Zhaoqing—enjoy a reputation of “National Historical and Cultural City^[13]”. Moreover, there are still 19 cities or counties that have been awarded with the honorable title of “National Excellent Tourism City^[14]”.

During the Pre-Qin period, Guangdong area was inhabited by the NanYue ethnic people^[15]. Qin unified South China in 219 A.D. and set up Guilin, Xiangjun and Nanhai prefectures^[16]. Today’s Guangzhou is where the Nanhai Prefecture was located.

At the beginning of the Western Han Dynasty^[17], a former Qin commanding general, Zhao Tuo by name, founded the first local state in the present day Guangdong area, the Kingdom of Nan Yue^[18], thus promoting the fusion between the Han and the Yue ethnics and accelerating the social, economic and cultural progress in South China. Under the Wu Kingdom of the Three Kingdoms period, the region to the north of Hepu was named Guangzhou, which ruled the Nanhai, Changwu and Yulin prefectures. Hence, the name of “Guangzhou” came into being. At that time, China’s foreign trade channel^[19] starting from Panyu was established, which is the origin of the Maritime Silk Road^[20].

In Ming Dynasty, Guangdong became one of the 13 provinces. The early Qing Dynasty inherited Ming’s system and set up Guangdong Province. The name of “Guangdong” was officially adopted. The government of Qing established Guangdong Customs^[21] in Guangzhou, which is the first official establishment of customs in the history of our country. The late Qing Dynasty witnessed the birth of national capitalism and national industry, and the “Westernization Movement^[22]”, in which the Chinese people learned from the West in search of a road of wealth and power. With Kang Youwei and Liang Qichao as the leading exponents^[23], the Bourgeois reformists^[24] wrote books to disseminate^[25] their ideas and popularize^[26] their reformist thoughts^[27], which were gradually developed into a political practice, and eventually led to a capitalist reform movement^[28]. Guangdong is also the original place of China’s modern revolution. Sun Yat-sen^[29] from Xiangshan county^[30] led and founded the first bourgeois political party in China: the Tong Meng Hui (Revolutionary League)^[31]. He led the Huanghua Gang Uprising^[32], the Law-Protecting Movement^[33] and also successfully achieved the First Cooperation of the Communist Party and the Kuomintang^[34]. Sun Yat-

sen was honored as “the Forerunner of Democratic Revolution^[35]” and “Father of the Republic of China^[36]”.

Since the 1980s, Guangdong, a place propitious for giving birth to great men^[37], was the first province to open to the outside world and quickly became one of the most economically developed regions in China, with an average per capita GDP exceeding US\$4000. People’s living standard^[38] for the time reached the comparatively well-off level. Guangzhou Trade Fair^[39], established in 1957 and held in every April and October, is known as the “No.1 Exhibition of China”.

The Pearl River Delta today has attained fruitful attainments. It has entered a new era of vigorous development^[40].

In the long process of historical development, the unique Lingnan (the area covering Guangdong and Guangxi) culture^[41] has formed after the exchange, clash, and fusion of various cultures. In Guangdong Province, there exist three groups of people: Guangfu^[42], Chao-shan^[43], Kakka^[44], which are corresponding to Guangfu culture, Chao-shan culture and Kakka culture respectively. The Guangfu group appeared the earliest, which lives in the Pearl River Delta and some other counties and cities in the middle and west part of Guangdong Province. The Kakka group can best reflect the fusion and transformation between Lingnan culture and Central Plain culture^[45]. It is distributed mainly over Meizhou region. The Kakkas have inherited the fine tradition from the Central Plain culture, such as practicing frugality, self-esteem and self-reliance, showing respect to teachers and attaching great importance to education. The Chao-shan group mainly lives in Chaozhou and Shantou. Chao-shan people are adventurous and innovative^[46]. The significant feature distinguishing the three groups is their different dialects^[47], that is, the “Baihua”(the plain language)^[48] based on Guangzhou dialect, the Kakka language^[49] based on Meizhou dialect and the Chao-shan language based on Shantou local dialect. The minorities^[50] of Guangdong are distributed mainly in places like Liannan and Ruyuan districts. Local customs such as the Getang (the Singing Meet)^[51] and the Wooden Handle Lion of Yao nationality^[52], the Eighth of April Festival and the Ox King Birthday Celebration of Zhuang nationality^[53], as well as the Third of March Festival and the Second of February Festival of She nationality^[54] are of unique flavor.

As a vehicle of Lingnan culture, the architectures^[55] in Guangdong are also distinctive^[56]. Folk buildings^[57] unique to the region all present distinct Lingnan characteristics, for example, the Xiguan big house^[58] and the arcaded building^[59], the Hakka circular houses^[60]; buildings of social institutions, such as the Temple of South China Sea God^[61], Foshan Ancestral Temple^[62], the Chen Family Temple^[63] and the Panyu Academy^[64]; buildings of world cultural heritage^[65] such as the Kaiping watchtowers^[66], and buildings for city defense^[67] such as the Xinhui Yamen artillery fort^[68] and the Guangzhou Zhenhai Tower^[69]. The Lingnan garden^[70], represented by Qinghui Garden^[71], Ke Garden^[72] and Yuyinshanfang Garden^[73], together with Northern Garden^[74] and Suzhou Garden^[75], are