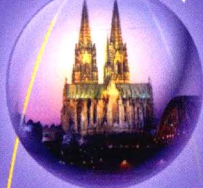


Architecture



Cologne Cathedral



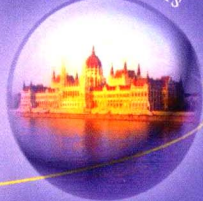
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Lakes and Rivers



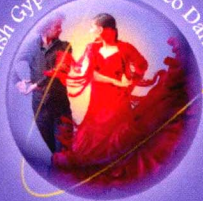
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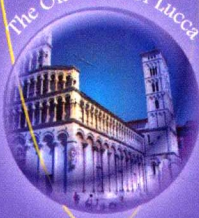
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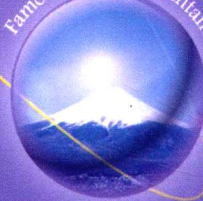
Spanish Gypsy and Flamenco Dance History



The Old Town of Lucca



Famous Foreign Mountains



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内容提要

本书涵盖了十四个精选的西方旅游文化知识板块,突出了西方旅游文化的典型侧面。本书大量使用真实、地道的语言材料,为读者提供了高质量语言输入,并为读者的语言输出提供了基础,同时也为了解跨文化沟通知识和训练国际化交际策略提供了丰富而生动的素材,深化了学习效果。

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前言

《西方旅游文化导读》是上海旅游高等专科学校基础教学部根据2012年8月申报的“上海旅游高等专科学校飞跃计划——后示范建设工程项目”推出的系列英语综合素质教材之一,是旅游业发展的大背景下的教学成果的重要组成部分。这套系列教材的推出具有重要的理论意义和现实意义。

随着中国旅游业国际化程度的加强,对外语导游人才的需求越来越大,要求也越来越高。导游人才,尤其是英语导游,将在国际化旅游业舞台上发挥举足轻重的作用。针对现行的导游人才的培养,语言、内容教学割裂,专业内容课程不足,学生知识面窄、知识结构欠缺、思辨能力弱、综合素质发展不充分等问题,为培养符合国际旅游市场需求合格的导游人才,我们精心编写了这套《西方旅游文化导读》等系列教材。

《西方旅游文化导读》针对的阅读群体是具有一定英语基础的大学生、导游从业人员、喜爱西方文化及旅游爱好者。本书具有以下主要特色:

一、以旅游为主线涵盖了西方文化的代表性主题

《西方旅游文化导读》涵盖14个精选的西方旅游文化知识板块,突出西方旅游文化的典型侧面,涉及读者进行英语语言交流或文化交流的较全面的主题。本书大量使用真实、地道的语言材料,为读者提供了高质量语言输入,并为读者的语言输出提供了基础,同时也为了解跨文化沟通知识和训练国际化交际策略提供了丰富而生动的素材,深化了学习效果。

二、体现了该读本的人文素养

《西方旅游文化导读》内容力求具有代表性、民族性和趣味性。通过对选题材料的学习和领悟,培养读者的民族自豪感,陶冶读者的审美情操,引导读者关注异国旅游文化,关注旅游文化具有的地

方特色,培养旅游文化敏感性,树立多元文化的观念。

三、突出旅游文化特色

随着中国公民出境游人数逐年剧增,西方旅游文化也开始受到广泛关注,旅游主体是旅游活动的核心,旅游主体在旅游过程中会形成一套相对独特的观念和行爲,即一种文化形态。旅游主体文化具有自己鲜明的特征,主要表现为规范性、多样性、时代性和扩散性。

虽然为编写这套系列教材,上海旅游高等专科学校基础教学部外语教研室全体教师付出了巨大努力,但由于水平有限,教材中难免存在疏漏和不足,望同仁不吝赐教,积极提出改进意见和建议,以期不断完善。

编 者



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Western Festivals

Unit

1



Passage 1

Christmas Day in USA

In the United States, Christmas is observed on the 25th of December.

Here the festive season traditionally begins on the fourth Thursday in November, just after the Thanksgiving holiday. On Thanksgiving Day, a spectacular parade is held in New York City that has the smiling figure of Santa Claus participating in it. It indicates the beginning of the Christmas shopping season. Department stores, shopping malls and small shops ready themselves appropriately for the season to attract shoppers and get them to spend quite a few bucks on Christmas trees, gifts, apparels, greeting cards and suchlike.

In the final days leading to December 25, small evergreen trees are seen to be established in every home and beautifully decorated with colored lights, tinsel, angels, stars and bright ornaments. The exterior of almost every house and the adjoining shrubbery is adorned with strands of electric lights. Strings of electric lights are used not only to adorn mantles and doorways, rafters, roof lines, and porch railings of individual homes but also of public/commercial buildings, departmental stores and even business hubs. Christmas trees are also seen to be set up in most of these places. It is often a pastime for the American people to drive or walk around neighborhoods in the Christmas evenings to see the lights displayed on and around other homes. Those with deep pockets are often

found to place life-sized, illuminated Santas, reindeers and snowmen on their lawns and roofs. Many churches and private homes display illuminated Nativity Scenes commemorating the humble birth of Jesus Christ.

Christmas Eve is not an official holiday here. Hence most people have to work. However, many workplaces hold Christmas parties or celebrations, with a celebratory atmosphere on that day. For kids, it is a day of great joy since most schools and other educational establishments are usually closed. In the evening, most people add final touches to their home decorations. Many also set up the Christmas tree in their homes on this day. Many organizations and department stores are usually open for last minute Christmas shoppers, but may close earlier. Many people travel to visit family members or friends on Christmas Eve. Some people, especially Roman Catholics, attend a Midnight Mass service at church and participate in singing carols. Traditionally, the midnight mass starts at midnight, the point of transition from Christmas Eve to Christmas Day. Many Protestant churches also hold special services on Christmas Eve, complete with displays of beautiful manger scenes and candle-lit religious observances.

The Christmas dinner in the U.S. includes turkey or ham, potatoes and pie. Cakes are of course, a must for the occasion. The menu also consists of a lot of desserts such as the “Crostoli”, a fried bread spiced with orange peel (as made in Italian-American communities) or the “Pfeffernuesse,” a bread full of sweet spices (eaten by German-Americans) or the “Berlinerkranser”—a Norwegian wreath-shaped cookie. Baked breads and cookies are also part of the dinner list. At Christmas Eve gatherings adults drink eggnog, a drink made of cream, milk, sugar, beaten eggs and brandy or rum.

After dinner on Christmas Eve, children go to bed early but not before hanging up their stockings on the fireplace or the end of their bed to be filled with gifts and goodies by Santa Claus. On the following morning, children wake up to look for their desired items in their stockings and also find nicely wrapped presents under their Christmas tree.

● Questions:

1. What stands for the beginning of Christmas shopping season?
2. What can you see in every home in the final days leading to December 25?
3. How do people celebrate Christmas Eve?
4. What does Christmas dinner consist of?
5. What will children find on the following morning?



Passage 2

Thanksgiving Day

For Christians, Thanksgiving means more than just turkey and football. Most of us have a vague notion that this holiday began when the Pilgrims invited their Indian neighbors to dinner to thank God for his provisions. But there really is much more to the story.

The Atlantic crossing in the fall of 1620 had been an extremely difficult journey for the Pilgrims. For two months, 102 people were wedged into the cargo space of the boat, which only had about five-and-a-half feet of headroom. No one was allowed above deck because of the terrible storms. This was no pleasure trip, but only one person died during the voyage.

The Pilgrims had comforted themselves by singing the Psalms, but this “noise” irritated one of the ship’s paid crewmembers. He told the Pilgrims he was looking forward to throwing some of their corpses overboard after they succumbed to the illnesses that were routine on such voyages. But as it turned out, this crewmember himself was the only person on the voyage to become sick and be thrown overboard. God providentially protected His people.

During one terrible storm, the main beam of the mast cracked. Death was certain if this beam could not be repaired. At that moment, the whole Pilgrim adventure could very easily have ended on the bottom of the

Atlantic. But, providentially, one of the Pilgrims had brought along a large iron screw for a printing press. That screw was used to repair the beam, saving the ship and all on board.

After sixty-six days at sea, land was sighted off what is now Cape Cod, Massachusetts. But that was not where the Pilgrims wanted to be. They had intended to establish their new colony in the northern parts of Virginia, but two factors interrupted their plans. The winds had blown them off course, but they also learned that some other Englishmen who wanted to settle in the same northern part of Virginia had bribed the crew to land them somewhere else.

Once again God was in charge and the Pilgrims were right where God wanted them to be. Had they actually landed near the Hudson River, they would have most certainly been attacked by hostile Indians. Instead, there were no Indians on Cape Cod when the Pilgrims made landfall there.

Despite this provision of safety from the Indians, the Pilgrims barely survived their first winter on the Cape. Only four families escaped without burying at least one family member. But God was still faithful. In the spring of 1621, He sent Squanto to them, an Indian who could speak their own language and who offered to teach them how to survive in this strange new land.

The Pilgrims thanked God for this wonderful helper, but they also shared with Squanto the most valuable treasure they had brought with them from England—the Gospel. Squanto died within a year or two after coming to the aid of the Pilgrims, but before his death he asked them to pray for him that he might go to be with their God in Heaven.

During the summer of 1621, when it appeared the year's corn harvest would not survive a severe drought, the Pilgrims called for a day of fasting and prayer. By the end of the day, it was raining. The rain saved the corn, which miraculously sprang back to life.

It was that same miraculous corn harvest that provided the grain for the Pilgrims' first Thanksgiving meal with their Indian friends and helpers. Today, many of our public school children are taught that we celebrate Thanksgiving because the Pilgrims were thanking their Indian

neighbors for helping them; but the evidence of history shows that on that first Thanksgiving Day the thanks of both Pilgrims and Indians went to God for His great goodness toward them all.

Even though the Pilgrims hosted the first Thanksgiving dinner in America, the holiday itself actually has its origins almost 170 years later. In 1789, Congress approved the Bill of Rights, the first 10 Amendments to the Constitution. Congress then “recommended a day of public thanksgiving and prayer” to thank God for blessing America. President Washington declared November 26, 1789, as the first national day of prayer and thanksgiving to the Lord.

Another 75 years later, after the Civil War ended, President Abraham Lincoln established the last Thursday in November as a day to acknowledge “the gracious gifts of the Most High God” bestowed upon America. Every president did the same until 1941 when Congress officially made Thanksgiving a national holiday.

● Questions:

1. Why the Pilgrims on board were not allowed above deck?
2. Who suffered from illness that was routine on such voyage?
3. What are the two factors contributing to the changes of their plans?
4. What happened after the Pilgrims called for a day of fasting and prayer?
5. What is the difference between Thanksgiving Day in old days and today?



Passage 3

Easter Holiday

Easter, which celebrates Jesus Christ’s resurrection from the dead, is Christianity’s most important holiday. It has been called a moveable feast because it doesn’t fall on a set date every year, as most holidays do. Instead, Christian churches in the West celebrate Easter on the first

Sunday following the full moon after the vernal equinox on March 21. Therefore, Easter is observed anywhere between March 22 and April 25 every year. Easter also marks the end of Lent, a season of fasting, prayer, and penance. Orthodox Christians use the Julian calendar to calculate when Easter will occur and typically celebrate the holiday a week or two after the Western churches, which follow the Gregorian calendar.

The exact origins of this religious feast day's name are unknown. Some sources claim the word Easter is derived from Eostre, a Teutonic goddess of spring and fertility. Other accounts trace Easter to the Latin term *hebdomada alba*, or white week, an ancient reference to Easter week and the white clothing donned by people who were baptized during that time. Through a translation error, the term later appeared as *esostarum* in Old High German, which eventually became Easter in English. In Spanish, Easter is known as *Pascua*; in French, *Paques*. These words are derived from the Greek and Latin *Pascha* or *Pasch*, for Passover. Jesus' crucifixion and resurrection occurred after he went to Jerusalem to celebrate Passover, the Jewish festival commemorating the ancient Israelites' exodus from slavery in Egypt. *Pascha* eventually came to mean Easter.

Easter is really an entire season of the Christian church year, as opposed to a single-day observance. Lent, the 40-day period leading up to Easter Sunday, is a time of reflection and penance and represents the 40 days that Jesus spent alone in the wilderness before starting his ministry, a time in which Christians believe he survived various temptations by the devil. The day before Lent, known as *Mardi Gras* or *Fat Tuesday*, is a last hurrah of food and fun before the fasting begins. The week preceding Easter is called *Holy Week* and includes *Maundy Thursday*, which commemorates Jesus' last supper with his disciples; *Good Friday*, which honors the day of his crucifixion; and *Holy Saturday*, which focuses on the transition between the crucifixion and resurrection. The 50-day period following Easter Sunday is called *Easter tide* and includes a celebration of Jesus' ascension into heaven.

In addition to Easter's religious significance, it also has a commercial side, as evidenced by the mounds of jelly beans and marshmallow chicks that appear in stores each spring. As with Christmas, over the centuries, various folk customs and pagan traditions, including Easter eggs, bunnies, baskets and candies, have become a standard part of this holy holiday.

Easter is often celebrated by attending church service, hunting for Easter eggs, receiving Easter baskets, and having a meal with friends and family.

Some Christian families would celebrate this wonderful Easter by just going to beaches and fine resorts. Some will go to church singing joyful hymns. In my personal experience, Christians celebrate the holiday of Easter in many different ways. Many Christians attend church on Easter to worship and thank God for sending his son to die on the cross for our sins. Some Christians celebrate Easter with friends and family, having Easter egg hunts, searching for Easter baskets full of treats, and eating lots of good food.

Questions:

1. Why is Easter called a moveable feast?
2. What are the origins of Easter?
3. What is Lent? What happened during that period?
4. What is the commercial value of Easter?
5. How do people celebrate Easter Holiday according to the passage?



Passage 4

Halloween Around the World

Halloween may be an American tradition, but its roots go way back. All the best superstitions of the Roman, Celtic, Catholic and European folk traditions, as well as good old American greed, have morphed into the modern-day celebration of Halloween. Second only to Christmas in

spending, this superstition-rich amalgam of a holiday has become a celebration of our need to embrace our more base desires. See how countries around the world put their own spooky spin on Halloween, as well as honor spirits from beyond the grave.

United States

Where Christmas celebrates good cheer, Halloween has become a night for sensual, sybaritic revelry in the United States. It's a chance to mask our socially-accepted selves and explore the darker side of our nature in a fun, harmless manner. What started in Europe as a day to cast out evil spirits and keep them from ruining crops or starting other mayhem, has become a celebration of self-indulgence—especially for children, who get to dress up and go from house to house demanding “trick or treat!” Big Halloween events in the U.S. include: Guavaween, Tampa, FL; Festival of the Dead, Salem, MA; West Hollywood Halloween Carnival, West Hollywood, CA; and Fetish & Fantasy Halloween Ball, Las Vegas.

France

The French are not typically fain to adopt any celebration with a bourgeois whiff to it, but in recent years, with the help of Coca-Cola, McDonald's and Francophile ex-pats, Halloween is taking root in France. And, of course, the French love to dress up and have a party. The jury is still out on if Halloween is gonna stick, but you can be sure that when Yves St. Laurent puts a Halloween costume on the fashion runway, the French take notice. The town of Limoges, goes all out each year with a parade of ghosts and ghouls, and the American Dream Diner in Paris celebrates Halloween robustly as well.

Mexico

No nation celebrates the dead with festivities better than Mexico. In fact, “Dia de los Muertos” (Day of the Dead), is celebrated over several days, from Oct. 31 through Nov. 2. It's not Halloween at all, but rather a way that All Souls Day comes to life in Mexico. The celebration offers a chance to remember the deceased, tell their stories and celebrate their lives. Family feasts, skull-shaped sweets, lots of tequila, dancing and

mariachi music, as well as parades of people dressed as skeletons, all ensure that one's ancestors are well remembered. The celebration is embraced across Mexico, with huge festivities even in the smallest of villages.

Ireland

The traditional birthplace of Halloween, Ireland is, naturally, home to one of the biggest celebrations: the Spirits of Meath Halloween Festival in County Meath, where an ancient Celtic festival we now know as Halloween began more than 2,000 years ago. Throughout the country, Halloween is welcomed with bonfires, party games and traditional food, such as barmbrack, an Irish fruitcake that contains coins, buttons, rings and other fortunetelling objects; and, of course, beer (among other drinks of choice). Fortunetelling is part of the old Irish Halloween tradition. If a young woman gets a ring that has been baked in a pastry or bread or even mashed potatoes, then she'll be married by next Halloween. Tricks are also part of the Irish Halloween scene. Kids knock on doors, then run away before the doors get opened by the owner. Hopefully, this takes place after they've already acquired the candy during a previous foray through the neighborhood.

Germany

In Germany, Halloween is celebrated as All Saints Day. In southern Germany, it's celebrated from Oct. 30 to Nov. 8. Typically, in this and many other Catholic parts of the world, the All Saints Day is spent attending church, honoring the saints who have died for the Catholic faith, as well as visiting and remembering dead family members, usually graveside. Additionally, Germans hide their knives, so the returning spirits presumably won't get harmed by random knife movements during the day.

● Questions:

1. How can the Halloween become a celebration of self-indulgence for children?