

新视界大学英语 ■ 高职高专精品系列

海南省“十二五”规划特色重点教材

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海南实用旅游英语

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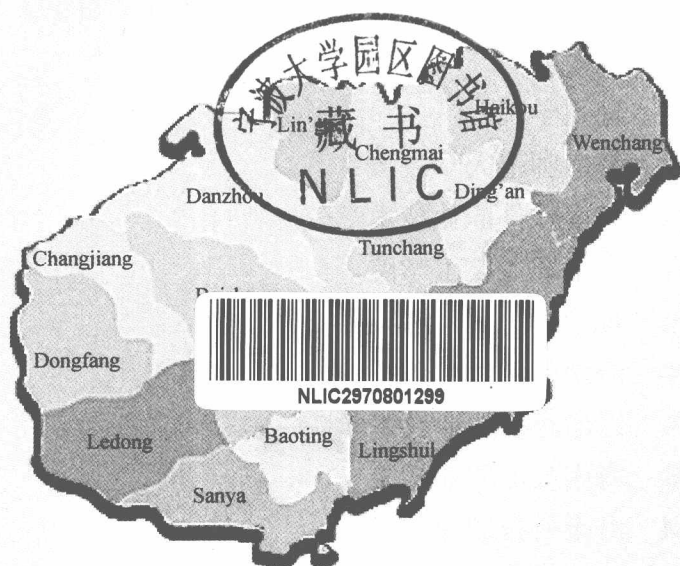
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Practical English for Hainan Tourism

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前言

· 海南实用旅游英语 ·



海南得天独厚、无与伦比的生态环境、气候条件和优秀的旅游资源，使海南成为全国人民“最美丽的后花园”，成为当之无愧的“阳光岛”、“健康岛”。在海南国际旅游岛建设上升为国家战略以来，海南的国际知名度、美誉度进一步提高，已成为国内外众多游客观光度假的首选目的地。

在国际旅游岛建设的背景下，海南旅游服务设施、经营管理和服务水平将与国际通行的旅游服务标准全面接轨，旅游产业的规模、质量、效益将达到国际先进水平，海南成为世界一流的海岛休闲度假旅游胜地的发展目标指日可待。海南旅游产业的迅猛发展对承担着当地旅游人才培养任务的海南高职院校既是机遇又是挑战。

在海南省教育厅和中国人民大学出版社的大力支持下，我们出版了《海南实用旅游英语》。这是一本针对性强、实用性好的本土旅游英语高职高专教材。该教材努力体现“三个结合和一个提高”的编写意图，即把英语教学实践与海南旅游信息与活动结合起来，把课堂教学目标与导游考试结合起来，把课后实践与课堂教学结合起来，重点提高学生的英语沟通交际能力、语言表现能力和专业实战能力。

《海南实用旅游英语》作为旅游英语综合训练教材，适用于海南高职高专英语专业或旅游（酒店）管理专业学生。全书共分5章，下设22课，整合了旅游英语、旅游行业知识及学生职业本土化规划的内容，有知识小栏目、案例分析和点评、实用性的应用文写作、课外阅读材料推荐、单元目标练习等设计。教材课文的可读性强，具有趣味性和实用性相结合的特色。该教材能为学生参加英文导游考试提供帮助，还可以成为旅游从业人员日常使用的案头资料。我们建议该教材的教学总时长为72学时，任课教师可根据实际情况安排各个单元的教学时长。英语专业建议每周课时为4学时。旅游（酒店）专业使用本教材，内容和时长可灵活调整。

在编写过程中，我们参考和引用了部分同行的资料，谨此说明并致以衷心的感谢。中国人民大学出版社的专家为本书的出版付出了大量时间和精力，对他们热情帮助，我们深表谢意。

该教材第一、十四课由陈芳负责编写；第二、四、十一课由唐芳负责编写；第三、十六课由张萍负责编写；第五、九课由高辉负责编写；第十五、十九课由何春负责编写；第六、十课由黄钰凯负责编写；杨永艳负责编写第七、十七、二十课；冯



秋怡负责编写第八、十二、二十一课 许鸿负责编写第十三、十八、二十二课及课文附录，同时负责整理稿子和协助主编张伯敏教授。张伯敏负责全书的策划、修改和统稿。

由于时间仓促，加之我们的水平有限，而海南旅游业发展迅速，旅游信息不断新增，难免挂一漏万，希望专家、教师和学生提出指正意见。不胜感谢。

有关本教材的练习题答案，请电话联系：010-62514974 或 010-62515576。

编 者

2012 年 4 月 15 日

CONTENTS

· 海南实用旅游英语 ·



Chapter One 第一章

A General Survey of Hainan Province 海南概览篇

Lesson 1	The Construction of Hainan International Tourism Island	
第一课	海南国际旅游岛的建设	2
Lesson 2	The Location and History of Hainan	
第二课	海南地理位置和历史	10
Lesson 3	Tourist Resources of Hainan	
第三课	海南旅游资源	18
Lesson 4	Hainan Nationalities and Their Languages	
第四课	海南民族及其语言	28

Chapter Two 第二章

Hainan Provincial Regionalism 海南省行政区域划分篇

Lesson 5	The Capital City in Hainan: Haikou City	
第五课	海南省会城市——海口市	36
Lesson 6	The Deer City: Sanya City	
第六课	鹿城——三亚	44
Lesson 7	Six County-level Cities in Hainan	
第七课	海南六县级市	53
Lesson 8	Ten Counties in Hainan	
第八课	海南十县	61



Chapter Three 第三章

Hainan Scenic Zones and Scenic Spots 海南省景区景点篇

Lesson 9	The Scenic Zones and Spots in Haikou City	
第九课	海口市旅游景区与景点	72
Lesson 10	The Scenic Zones and Spots in Sanya City	
第十课	三亚市旅游景区与景点	80
Lesson 11	The Scenic Zones and Spots in the Eastern Part of Hainan	
第十一课	海南东线景区与景点	91
Lesson 12	The Scenic Zones and Spots in the Western Part of Hainan	
第十二课	海南西线景区与景点	99
Lesson 13	The Scenic Zones and Spots in the Central Part of Hainan	
第十三课	海南中线景区与景点	108

Chapter Four 第四章

Hainan Ethnic Arts & Culture, Traditional Festivals and Cuisine 海南民俗文化艺术、传统节日和饮食篇

Lesson 14	Hainan Ethnic Culture and Arts	
第十四课	海南民俗文化艺术	118
Lesson 15	Hainan Traditional Festivals and Local Festive Events	
第十五课	海南传统节日与地方节庆活动	125
Lesson 16	Hainan Traditional Cuisine & Special Snacks	
第十六课	海南传统菜肴及特色小吃	134

Chapter Five 第五章

Hainan Tourism Market 海南旅游市场篇

Lesson 17	Hainan Tourism Market and Travel Agencies	
第十七课	海南旅游市场和旅行社	144
Lesson 18	Tour Routes and Visitor Attraction	
第十八课	旅游路线与游客吸引力	151

Lesson 19	A Pleasant Trip Provided by Good Hotel Services	
第十九课	优质的酒店服务创造快乐旅游	160
Lesson 20	Hainan Tour Guide Qualification Test and Its Market Needs	
第二十课	海南导游资格考试及市场需求	169
Lesson 21	Hainan Travel Products	
第二十一课	海南旅游产品	176
Lesson 22	Hainan Special Tours	
第二十二课	海南特色旅游	186
Bibliography 参考文献		193
Appendices 附录		195
附录 1	海南各市县政府网网站	195
附录 2	海南各市县旅游管理机构电话	197
附录 3	海南五星级酒店	199
附录 4	海南百景	201

Chapter One

A General Survey of Hainan Province

第一章 海南概览篇

Hainan International Tourism Island, the sole tropical island in China, is world-renowned as "the world's most beautiful island" with typical name cards as Coconut Island, Sunshine Island, Longevity Island and Health Island. In this chapter, you'll have an outlook of its history, natural resources, people and their amazing dialects.

- ☆ Lesson 1 The Construction of Hainan International Tourism Island
- ☆ Lesson 2 The Location and History of Hainan
- ☆ Lesson 3 Tourist Resources of Hainan
- ☆ Lesson 4 Hainan Nationalities and Their Languages



Lesson 1

The Construction of Hainan International Tourism Island

第一课 海南国际旅游岛的建设

Hit the Target

After studying this lesson, you'll be able to

- know the natural conditions of Hainan Province;
- comprehend the advantages of Hainan Province in constructing the International Tourism Island;
- know the International Tourism Island Development Planning Outline;
- know how to write a brief account of Hainan Province.

Part 1 In-class Reading

Warm Up

Questions based on the text for pre-reading discussion:

1. Do you know when the construction of Hainan International Tourism became the national strategy?
2. Why is Hainan Province chosen to be built as the International Tourism Island?

Passage Reading

Hainan Island—International Tourism Island

On January 4th, 2010, "Several Opinions of the State Council on Promoting the Construction and Development of the Hainan International Tourism Island" was officially released. The construction of Hainan Island as an international tourism island has been promoted to be a national strategy.

Being the only tropical island-based province of China, Hainan features all-summer-like climate with average yearly temperature of 23.8℃. Hainan is the second largest island of China, continent area of which is 35,000 square kilometers, covering over 2 million square kilometers of marine space. The population of Hainan is around 8.4 million. Haikou is the capital city of Hainan. Hainan has become a base for a variety of beachfront resorts including 20 5-star hotels and 65 4-star hotels, such as Sheraton, Marriott, Ritz-Carlton, Hilton, Holiday Inn, Crown Plaza, Sophia,

Pullman and Kaminski, etc. Today Hainan is marching towards its target of a world-class tourist destination.

The Open, Convenient Entry Policy

Hainan enjoys “visa-upon-arrival” policy. People from countries and regions with diplomatic or official trading relations with China are entitled to “visa-upon-arrival” policy. After the visas are processed in Hainan, travelers can leave China through any port of China, including ports in mainland and Hainan.

Tour group comprising 5 persons and above from 21 countries is free of visa within 15 days: Japan, England, France, Austria, Italy, Russia, Switzerland, Sweden, Spain, Singapore, Malaysia, Thailand, Korea, the Philippines, Indonesia, Germany, the Netherlands, US, Canada, Australia and New Zealand. Since August, 2010, five additional countries have been included: Finland, Denmark, Norway, Ukraine and Kazakhstan. The visa-free procedures can be processed through Hainan International Travel Agency.

Residents of Hong Kong and Macao can visit Hainan by holding Home Return Permit for Hong Kong and Macao Residents or Pass of Hong Kong and Macao Residents for Traveling to and from Inland China, where visas are not necessary. Taiwan residents can apply for one-off Pass of Taiwan Residents for Traveling to and from Mainland China at Hainan port.

The All-directional Travel Transportation

Hainan is an experimental province for the opening of the 3rd, the 4th and the 5th freedom of access that allow foreign airlines to operate the international air routes to Hainan and any other cities of China opened to international flights. The international flights extending to Hainan are entitled to mid-way split-ranging rights.

Swinging for Golf Fun

Hainan is an all-seasonal golf playground, pleasant in all seasons with azure sky, fresh sea breeze and warm sunshine. Tourists can swing the clubs in every season. International and national level golf-related events are launched every year.

On Hainan Island there are 20 international standard golf courses and a handful of driving ranges in full service. All courses characterize strong tropical island charms but each has its own distinctive features, either located on the islands, at the beachfront, in the suburbs, in mountainous regions or hot spring resorts. All courses serve purposes of leisure or business, traveling or holiday.

The Wondrous Tropical Rainforest

Hainan Island is said to be one of the purest islands that remains unpolluted. Over 58.48% of the island area is covered by forest, reaching 92.66 in terms of ecological index that ranks No.1 nationwide. All kinds of eco-tourist products, tropical rainforest ventures and forest recreational services are popular among visitors from home and abroad. The fresh air of high negative ions and the greenness that spread in all directions are the natural gifts Hainan offers. **(546 words)**



※ New Words

1. release	[ri'li:s]	vt. 发布, 颁布	be officially released 正式颁布
2. tropical	['trɒpɪkəl]	adj. 热带的	the wondrous tropical rainforest 奇妙的热带雨林
3. diplomatic	[diplə'mætɪk]	adj. 外交的	diplomatic relations with China 与中国建立的外交关系
4. experimental	[ek'speri'mentəl]	adj. 试验性的	an experimental province for the open- ing of the 3rd\4th\5th air freedom 试行开放第3、4、5航权的省份
5. azure	['æzə]	adj. 蔚蓝的	azure sky 蔚蓝的天空
6. launch	[lɔ:ntʃ]	vt. 发起, 启动	to launch a program next year 明年启动一个项目
7. distinctive	[dis'tɪŋktɪv]	adj. 有特色的	Beer has a very distinctive smell. 啤酒有其独特的气味。
8. ecological	[i:kə'lɒdʒɪkəl]	adj. 生态的, 生态学的	Fire acts as an ecological filter. 林火扮演着生态过滤器的角色。
9. marine	[mə'ri:n]	adj. 海生的; 海产的	to farm more marine fish 养殖更多深海鱼

※ Phrases and Expressions

1. national strategy	国家战略	Peaceful development strategy is a new national strategy. 安全发展战略是一项新的国家战略。
2. a variety of	各种各样的	Students come from a variety of family back- grounds. 学生来自不同家庭背景。
3. a world class tourist destination	世界级旅游目的地	Hawaii is a world class tourist destination. 夏威夷一个世界级旅游目的地。
4. visa-upon-arrival	落地签证	Hainan enjoys "visa-upon-arrival" policy. 海南享有落地签证权。
5. be entitled to	有权, 有资格	He was entitled to high praise. 他配得上高度赞扬。

Notes

1. island-based: 此为常见的构词法。例如: technology-based, process-based.

An example sentence: In the paper, first, the process-based supply chain structure is developed.

2. summer-like: 此为常见的构词法。例如: winter-like.

An example sentence: Hainan features all-summer-like climate with average yearly temperature of 23.8℃.

3. Home Return Permit: 内地通行证。

An example sentence: Residents of Hong Kong and Macao can visit Hainan by holding Home Return Permit.

4. visa-free procedures: 免签证程序。

An example sentence: The visa-free procedures can be processed through Hainan International Travel Agency.

Exercises

1. Blank-filling

- 1) Hainan is the _____ largest island of China, continent area of which is _____ square kilometers, covering over 2 million square kilometers of marine space.
- 2) Hainan has become a base for a variety of beachfront _____ including 20 5-star hotels and 65 4-star hotels, such as _____, Marriott, Ritz-Carlton, _____, Holiday Inn, _____, Sophia, Pullman and Kaminski, etc.
- 3) Tour group comprising at least _____ persons and from _____ countries is free of visa within _____ days.
- 4) Hainan Island is said to be one of the _____ islands that remains unpolluted. Over _____ of the island area is covered by forest, reaching _____ in terms of ecological index that ranks No.1 nationwide.

2. Reading Comprehension

- 1) Hainan features all-summer-like climate with average yearly temperature of _____.
A. 23.8°C B. 23.5°C C. 23.6°C D. 22.8°C
- 2) Hainan has become a base for a variety of beachfront resorts including _____ 5-star hotels.
A. 18 B. 20 C. 21 D. 24
- 3) Tour group from _____ at least comprising 5 persons is not free of visa within 15 days.
A. Singapore B. France C. Thailand D. India
- 4) On Hainan Island there are _____ international standard golf courses and a handful of driving ranges in full service.
A. 18 B. 20 C. 21 D. 24
- 5) Over _____ of the Hainan island area is covered by forest.
A. 57.48% B. 58.68% C. 56.48% D. 58.48%

3. Matching

- | | |
|---------------------------|----------|
| () 1) resorts | A. 旅游目的地 |
| () 2) destination | B. 生态旅游 |
| () 3) visa-upon-arrival | C. 海滨地区 |
| () 4) visa-free | D. 度假胜地 |
| () 5) Home Return Permit | E. 免签证 |
| () 6) beachfront | F. 内地通行证 |
| () 7) ecological tourism | G. 落地签证 |



4. Translation

1) Being the only tropical island-based province of China, Hainan features all-summer-like climate with average yearly temperature of 23.8℃. Hainan is the second largest island of China, continent area of which is 35,000 square kilometers, covering over 2 million square kilometers of marine space. The population of Hainan is 8.4 million. Haikou is the capital city of Hainan.

2) Tour group comprising 5 persons and above from 21 countries is free of visa within 15 days: Japan, Singapore, Malaysia, Thailand, Korea, the Philippines, Indonesia, Germany, England, France, Austria, Italy, Russia, Switzerland, Sweden, Spain, the Netherlands, US, Canada, Australia and New Zealand. Since August, 2010, five additional countries have been included: Finland, Denmark, Norway, Ukraine and Kazakhstan. The visa-free procedures can be processed through Hainan International Travel Agency.

Do you know?

1. Hainan can be accessed by two international airports, Haikou Meilan and Sanya Phoenix respectively.
2. The Sanya-based 100,000-ton-capacity cruiser wharf has come into operation.
3. In 1999, Hainan started to build itself into an ecological island.

Part 2 Go One More Mile—Supplementary Reading

2010—2020 Hainan International Tourism Island Development Planning Outline (extract)

On June 8th, 2010, the National Development and Reform Commission officially released an expected 39,000-word document: 2010—2020 Hainan International Tourism Island Development Planning Outline. According to the goals described in the planning outline, Hainan will become a worldwide first class island leisure resort by the year 2020. By then, value added from the tourism industry as a percentage of provincial GDP should exceed 12% whilst the total contribution of tertiary industries should reach 60%. Provincial urban and rural GDP along with people's standards of living should reach national advanced level whilst aggregate environmental quality should remain at a leading level nationally.

Six integrated regions are detailed in the plan for the development of Hainan International Tourism Island.

The northern integrated region with Haikou as its center and covering Wenchang, Ding'an and Chengmai will focus on developing industries including entertainment, golf and real estate, modern service industries as well as automotive, bio-pharmaceuticals and high-technology.

Sanya's role is as the center for the southern integrated region where the focus will be on

developing hotel accommodation, sport and entertainment facilities as well as retirement nursing homes.

The central integrated region comprising Wuzhishan, Qiongzong, Tunchang and Baisha will prioritize strengthening of their tropical and water resources whilst developing tropical agriculture and forestry industries. Eco-tourism and local cultural tourism will also be developed in this area.

Qionghai and Wanning make up the eastern integrated region where fishery, coastal tourism and agricultural products will be the focus of activity.

The western integrated region includes Danzhou, Lin'gao, Changjiang and Dongfang as well as the Yangpu Economic Development Zone. These areas will concentrate on developing maritime and high-technology industries as well as ecotourism, adventure tourism and business tourism.

The maritime integrated region will fully exploit available maritime resources, consolidate and upgrade the fishing and ocean transport industries, continue with oil and gas exploration as well as pay attention to the mining and machinery sectors. Maritime tourism will also be expanded as a sunrise industry. (319 words)

※ New Words, Phrases & Expressions

1. exceed	[ik'si:d]	vt. 超过
2. aggregate	['ægrigeit]	adj. 总体的, 合计的
3. bio-pharmaceuticals	['baieu] [ɪfa:mə'sju:tiklɪz]	n. 生物制药
4. prioritize	[praɪ'ɔritaɪz]	vt. 优先发展
5. adventure	[əd'ventʃə]	n. 探险
6. consolidate	[kən'solideɪt]	vt. 巩固, 加强
7. focus on	['fəukəs] [ɔn]	集中, 聚焦
8. real estate	[riəl] [i'steɪt]	房地产
9. Development Planning Outline	[di'veləpmənt] ['plæniŋ] ['autlain]	发展规划纲要
10. integrated region	['intigreɪtɪd] ['ri:dʒən]	功能组团

Note

海南国际旅游岛建设发展规划纲要(2010—2020)第三章“空间布局”中把海南分为6功能组团:

- 1) 北部组团: 以海口市为中心, 包括文昌、定安、澄迈三市县;
- 2) 南部组团: 以三亚市为中心, 包括陵水、保亭、乐东三县;
- 3) 中部组团: 包括五指山、琼中、屯昌、白沙四市县;
- 4) 东部组团: 包括琼海、万宁两市;
- 5) 西部组团: 包括儋州、临高、昌江、东方四市县和洋浦经济开发区;
- 6) 海洋组团: 包括海南省授权管辖海域和西沙、南沙、中沙群岛。



Exercises

Questions

1. What is the role of Sanya in the development of Hainan International Tourism Island?
2. Dissertate the main content of “2010—2020 Hainan International Tourism Island Development Planning Outline”.

● Extracurricular Reading

- ☐ A comprehensive understanding of international tourism island policy.
<http://www.sourcejuice.com/1312928/2010/03/12/comprehensive-understanding-international-tourism-island-Policy/>

Part 3 Challenge Yourself

☆ Case Study

A group of tourists came out of the Meilan International Airport. The tour guide, Mr. Wang, a newcomer in the guide industry, was receiving his group. Holding a sign in his hand, Xiao Wang was waiting for his tourists anxiously. Seeing the sign, a group of tourists came to him. However, when he asked the tour leader for more details, he found that the tour group had mistaken his travel agency for another one. Xiao Wang simply told the tour leader that they found the wrong travel agency and quickly left for his own group.

Questions:

1. Who should bear the responsibility for receiving a wrong group?
2. Suppose you were a tour guide, how should you do with the situation?

☆ Expert's Tips

The following are tips for reference:

1. As a tour guide, he should calm down the tourists first, no matter which travel agency they belong to. A tour guide, in a sense, is a name card of a place, from whom the tourists get one of their very first impressions.
2. The tour guide should know the usual procedures and techniques in handling this kind of emergency. He is supposed to find out the right travel agency and ask the tour leader to call the assigned local guide instead of merely saying the mistake.
3. To avoid receiving the wrong group, the tour guide should always prepare paperwork from the tour operator prior to the tour and have a close contact with the tour leader or the one in charge from the organizing travel agency.