



郑张敏 陆金英 编著

21世纪大学旅游英语

视听说综合教程



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前言

本书从视听说三个方面来强化学生对旅游业宏观知识的了解和认识,并介绍了旅游产业的方方面面,其中包括旅游业的历史发展、旅游标志、旅游类型、开发和营销、沟通和接待业务、旅游路线和休闲农庄旅馆、签证申请、酒店预订和服务、中西餐饮文化、旅游购物、世界著名景点和节日,等等。

本书除了作为教材以外,还便于英语自学爱好者学习之用。每个单元听力导入和试题的第一大题听力测试部分共计55个MP4格式的视频和相关的PPT课件,每个单元的练习部分配备共28个RMVB格式的听力视频,供教师选择的备用视频共35个,用作实训英语视听说内容。听力部分插图的画面和文字融为一体,便于听力理解,视频中出现的关键难句,在文字材料中用黑体字标出,并在图片的字幕部分加以显示。听力材料中通俗易懂的解说词非常接近于生活中的口语。听力材料内容不仅本身能给予学生的新鲜感以外,更重要的是能使他们听懂“原汁原味”的地道英文。教材同时还配有28个单元的MP3格式的导游情景模拟对话,和每单元的相关练习,56个课文的ppt课件和四套测试题及期末试题的电子稿,每套试题答案卷的编排设计均以方便教师阅卷、提高工作效率为宗旨。除了教材中的35个景点描述实训练习,另有25个景点描述的案例放在配套的光盘中,以方便不同地域兄弟院校的老师选用。为了拓宽学生知识面,编写了同样包含图文并茂28个单元和练习的《旅游英语阅读教程》,也刻录在光盘中,可作为旅游英语泛读教材使用。

Foreword

本书的教学理念是：从旅游审美文化角度出发，在涉外导游英语课程中凸显中华历史文化底蕴；以优美的唐诗宋词的诗句或雅俗共赏的典故知识为载体来进行景点描述，从丝绸之路上敦煌古迹的沧桑悠远，到江南水乡小桥流水人家的别具韵味，以及多彩多姿的少数民族风土人情等，从而弘扬我国悠久的历史文化。

本书希望通过旅游英语课程的学习，使学生能感悟历史文化，树立“文化是旅游业的灵魂”的理念，从而较全面地提高学生的旅游文化素质，培养他们用旅游文化学和旅游美学的观点分析、解决旅游经营管理与旅游开发中的实际问题的能力。

作者在此对嘉兴职业技术学院各位领导的热忱帮助和大力支持表示最诚挚的感谢。学院领导沈建根教授、顾金孚教授和黄雪峰副教授在教学理念和教材教法上给我提供了合理化建议，同时学院各位领导和同仁姚宁屏、巢新冬、陆金仙、张建英、杨晓安、杨瑾钰、陈林海、陈琳、陈碧君、俞利华、易群芳、潘雯等老师在开拓新课程建设方面也走在了“工学结合”的前沿。我们外语与贸易分院积极倡导学习德国职业教育的“行动导向”理论，在各个专业中营造各种实践和实训的氛围，在旅游英语教学领域广泛推广“可视化教学”，而学院浓厚的科研氛围也使我受益匪浅。

同时也要感谢兄弟院校积极参与本教材的重点、难点和热点方面课题的共同探讨和研究，在此，我对上海海洋大学外语学院的郑智杰老师、上海财经大学外语学院的金阳和陆红菊老师、浙江艺术职业学院外语分院的黄雁鑫老师、浙江宁波大红鹰学院外国语学院朱凤梅老师、黑龙江职业学院旅游与人文艺术学院的黄岩老师、河南牧业经济学院（原称河南商业高等专科学校）外语分院的温晶晶老师、浙江机电职业技术学院外语分院的陆青亿老师等表示诚挚的谢意。

郑张敏

2014.1



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Section One

Ancient Glory, Magnificent Heritage

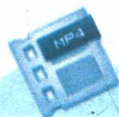
第一部分

远古辉煌、华夏寻根篇

Unit 1

I. Video Watching

Watch the following two clips, and fill in the blanks according to what you see and what you hear.



【视频简介】《世界地理杂志》主编Greg Grainger在当地导游Dimitri的陪同下探索了从古都西安出发, 历经西伯利亚的“丝绸之路”的路线, 并了解了旅游途中的风土人情。

Clip 1:

Our final **treat** in Alma Ata is a **rendition** by the **folkloric** (1) _____, Sazghen. What makes this music so special is: it's played on **replicas** of **instruments** (2) _____ up by **archaeologists** around Kazakhstan, instruments like this tenth century *flute of clay* ^[1] (陶土制成





的坝)。Sazghen's **melodies reverberate** in my head as we're **lured** westwards through Central (3) _____ along the **Great Silk Road**. Kingdoms came, kingdoms (4) _____. But the **Great Silk Road** (5) _____ for 17 centuries in fact. As the main trading link between Asia and Europe, *long camel trains*

(骆驼队) once **plodded** along this same (6) _____, their **precious** cargo of (7) _____ for the likes of French kings and Russian princesses. Even we are treated like **royalty** as we explore the same **territory**. Everywhere, the central Asians **indulge** us with (8) _____.

Clip 2:

The Siberian leg of our (1) _____ has come to a close. Next we'll fly south-west, skirting the Mongolian and Chinese (2) _____ as we head for our next adventure, travelling along part of the (3) _____ **Silk Road**. They are known as the (4) _____ *Mountains* (天山), the 4-thousand-metre **peaks** of the **Tianshan Range** (天山山脉), acting as a natural **buffer** between China and the Soviet Republic of Kazakhstan.



New Words

treat /tri:t/ *n.* 款待

rendition /ren'diʃən/ *n.* 表演, 演唱

folkloric /'fəuk.lɔ:rɪk/ *a.* 民俗的

replica /'replɪkə/ *n.* 复制品

instrument /'ɪnstrəmənt/ *n.* 乐器, 器械

archaeologist /ɑ:kɪ'bɒlədʒɪst/ *n.* 考古学家

melody /'melədi/ *n.* 悦耳的音调

reverberate /rɪ'vɜ:bəreɪt/ *v.* 反响

lure /ljʊə/ *v.* 引诱

plod /plɒd/ *v.* 沉重缓慢地走

royalty /'rɔɪəltɪ/ n. 皇室, 王权

peak /pi:k/ n. 山顶, 最高峰

territory /'terɪtəri/ n. 领土, 地域

buffer /'bʌfə/ n. 缓冲地带

indulge /ɪn'dʌldʒ/ v. 纵容, 纵情款待

Note

1. flute of clay: 埙, 最初是先民们为模仿鸟兽叫声, 用细泥捏塑而成的一种器具, 以诱捕猎物, 它只有吹孔, 无音孔。后来埙增加了音孔, 演化为吹奏曲调的乐器。秦汉以后, 埙主要用于历代宫廷雅乐, 以陶制、石制、骨制、瓷制的居多。其音色幽深、悲凄哀婉、延绵不绝。《史书》记载埙的特殊音色是“声浊而喧喧在, 声悲而幽幽然”。

II. Translating

Translate the underlined parts of the Chinese passage to fill in the blanks of its English version.

各位朋友, 大家好! 今天我们将要参观举世闻名的楼兰古城。楼兰古城是新疆重要古迹之一, 它(1) 位于新疆巴音郭楞蒙古自治州若羌县罗布泊沿岸, 地处塔里木(2) 盆地最低洼地区, 是西域的交通(3) 枢纽, 在古代丝绸之路上占有极为重要的地位。我们内地的丝绸、茶叶, 西域的马、葡萄、珠宝, 最早都是通过楼兰进行交易的。许多商队经过这一(4) 绿洲时, 都要暂时休憩。如今这里大部分已为无情的(5) 流沙所湮没, 受风力侵蚀形成独特的“雅丹”地貌。历史上受塔里木河和孔雀河的(6) 恩



赐, 这里形成一片广阔的河流冲积平原, 加之地处中西交通 (7) 咽喉, 使楼兰成为“丝绸之路”上的一颗闪亮的 (8) 明珠。

楼兰王国从公元前 176 年以前 (9) 建国, 到公元 630 年消亡, 共有 800 多年的历史。王国的范围东起古阳关附近, 西至尼雅古城, 南至阿尔金山, 北到哈密。但是, 随着时间的推移, 这个王国逐渐在世界上消失了。究竟为什么会消亡, 直到现在仍然是一个 (10) 谜。

我国享有国际声誉的化学家和地质学家彭加木, 于 1980 年 5 月率领 11 人的科考队开赴新疆巴音郭楞蒙古自治州戈壁滩的罗布泊考察, 但在科考探险过程期间, 科考队缺水和燃料, 一天清早彭加木给队员留下“我去找水”的字条后, 便不幸失踪, 这一事件 (11) 震惊国内外。在纪念彭加木失踪 30 (12) 周年之际, 我国科学家取得了很多重大发现, 其中包括在楼兰古城之东发现了大面积的 (13) 农耕遗迹。

好了, 各位朋友, 我的讲解就到这里了, 希望神秘的楼兰古城能给您留下美好的 (14) 印象! 再见!

Hello, everyone!

Now we're going to visit Loulan Ancient City. Loulan Ancient City is one of Xinjiang's important historic sites and is (1) _____ in Ruoqiang County in the Bayingolin Mongolian Autonomous Prefecture. It is in the Tarim (2) _____ lowest area and is a communication (3) _____ and occupied the most important position on Silk Road in ancient times. Silk, tea, grapes, jewelry, and horses were all traded here long ago. Loulan's (4) _____ also provided the caravans transporting these goods with an important resting place. In more recent times, much of Loulan has been destroyed by (5) _____ sand, and the general configuration of the earth's surface here forms the unique so-called "Yadan", which has been significantly corroded by wind power. (6) _____ to the Tarim and Peacock rivers, this area has a river alluvial plain. This feature, along with Loulan's location as a traffic (7) _____ point between China's East and West, made Loulan a glittering (8) _____ along the "Silk Road".

The Loulan Kingdom (9) _____ in 176 B.C. and disappeared in 630 A.D., after having existed for around 800 years. The kingdom's eastern borders stretched to ancient Yangguan vicinity, its western borders to the ancient city of

Niya, its southern borders to Aerjin Mountain, and its northern borders to Hami City. Why the Loulan Kingdom disappeared after flourishing for eight centuries remains a (10) _____.

In May, 1980, Peng Jiamu, an internationally influential chemist and geologist and a member of the Chinese Academy of Sciences, hit the (11) _____ in 1980 after disappearing at the southeastern route into the Lop Nur part of the Gobi Desert in Xinjiang's Bayingolin Mongolian Autonomous Prefecture. He left the camp one morning when his team was running out of water and petrol, with a note saying: "I have gone to find water." On the 30th (12) _____ of Peng Jiamu's memorial, scientists of our country have gained great achievements in this field, for example, a vast relic spot of ancient (13) _____ has been found.

Ladies and gentlemen, so much for our tour today, I hope the mysterious Loulan Ancient City has left you with a wonderful (14) _____. See you.

III. Listening & Speaking

Listen to the following dialogue, answer the questions below, and practice role-playing.

1. In order to give some ideas or suggestions, what will the travel agent give the visitors to read?
2. Before making a reservation, what are the two most important items?

旅游情景对话 Visiting a Travel Agent (找旅行社)

- A: Hello, could you help me with vacation plans?
 B: Do you know where you will be traveling?
 A: I am open to suggestions at this point.
 B: Are you wanting to travel to a **tropical** climate, or would you like to go somewhere with a cooler climate?



A: I would like to travel to a cooler **destination**.

B: I can give you some **brochures** that could give you some ideas.

A: I will look at them right now.

B: How much money is in your **budget** for this trip?

A: I think that I can spend about two hundred dollars a day.

B: Take your time choosing a destination and, when you've **narrowed it down**, I'll be happy to help you make a **reservation**.

New Words

tropical /'trɒpɪkəl/ *a.* 热带的

编入预算

destination /,destɪ'neɪʃən/ *n.* 目的地

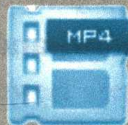
narrow down 缩小范围

brochure /brəʊ'ʃjuə/ *n.* 小册子

reservation /,rezə'veɪʃən/ *n.* (旅馆房间

budget /'bʌdʒɪt/ *n.* 预算 *vi.* 做预算,

等)预订,预约



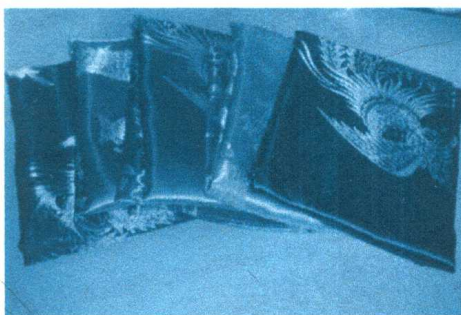
Unit Exercises: Watch the clip, and then fill in the blanks of the English passage according to the Chinese version given.



假设你是涉外导游,带领外国游客参观杭州休博会会展中心(Hangzhou Leisure Expo Garden Exhibition Centre)举办的“2011中国国际丝绸博览会暨中国国际女装展览会”(China International Women's Wear Fair and China International Silk Fair 2011),请你介绍中国悠久的丝绸历史:

这个(1) 秘密相传甚久。(2) 传说在五千年前,一位公主在她的花园中漫

步,突然有样(3)不寻常的东西掉进她的茶杯中。一种神奇的(4)纤维从中抽了出来,这种纤维要比(5)黄金或玉更加金贵。这就是(6)丝。不可思议的是,如此(7)美丽的丝线影响了之后历史的发展,这都源于这些毫不起眼的虫子,也就是(8)蚕。蚕蛾每次产下数百个(9)卵,而孵化后的小蚁蚕,只以(10)桑叶为食,在长达50天的暴饮暴食之后,它们(11)增重至幼虫(12)体重的一万倍。然而这个时期,丝腺占了体重的四分之一。在转化成蛾的过程中,它们会吐(14)丝成(13)茧,丝长甚至超过千米。丝质(16)纤维因其超凡韧性和(15)色泽艳丽而广受欢迎。



五千多年来,人们在纤莹的丝线上编织出巨大的(17)财富和强大的帝国。古代(18)商人在沙漠中留下的行商路线,成就了“丝绸之路”的伟大传说。抽取(19)生丝的原理自发现伊始就一直未变。采收的蚕茧被丢入(20)沸水中,细长的丝线散释开来,然后将之收集起来(21)纺成生丝线。和田,就位于(22)古代的丝绸之路上,在这里纺丝仍然是一项家庭(23)产业,以古老的纺织方法在(24)木机杼上纺织,古代丝绸之路的商人面临的问题依然是怎样将(25)珍贵的丝绸,越过嘉峪关,穿过(26)沙漠运到中亚甚至更远的集市上。早期的(27)旅者沿丝路西行,其(28)路径是难以想象的艰辛,他们要穿越许多(29)可怕的地方。

The key to that (1) _____ lies in the distant past. (2) _____ has it that around 5,000 years ago, a princess was walking in her garden when something (3) _____ fell into her tea cup. A magical (4) _____ was extracted and it became more prized than (5) _____ or jade. The thread, was (6) _____. Incredibly, such a (7) _____ substance and all the history behind it comes from a humble little insect, the (8) _____. Silk moths lay several hundred (9) _____ and the tiny caterpillars that emerge eat nothing