



21世纪旅游英语系列教材

ENGLISH

实用导游英语(社会与文化)

王向宁 / 主编

Practical Tour Guiding English
(Chinese Society & Local Culture)



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(社会与文化)



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电子邮箱: fd@pup.pku.edu.cn

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。

在编写过程中,本教材充分吸取了以往相关教材的编写经验,在构架、内容、编排等方面作了大胆创新。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、戏曲杂技、建筑风格、宗教信仰、传统医学、民间传说等。两分册可单独使用,配合使用效果更佳。

在课文选材上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,达到举一反三的学习效果。本书的另一特色是在每个单元后都附有一篇“导游技巧和业务”短文,由多年从事导游工作的人员编写,内容涉及导游业务中常见问题的预防和应对处理技巧,具有很高的实操性;同时,编者还专门编写了与所介绍的技巧和业务相关的一组练习题。本教材在整体练习的设计上强调听说能力的训练。每单元都有两篇与旅游相关的听力材料,并且设计了与单元主题相关的课堂讨论和小组活动等口语练习。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!

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。此外,李韵女士在版面的设计上做了不少工作,在此一并表示感谢。

本教材由北京第二外国语学院教授王向宁担任主编,韩鸽、徐明宇担任副主编,具体分工如下:

“风景名胜”分册:

第1、10单元由王向宁编写;

实 用 导 游 英 语

第 2、3 单元由韩鸽编写；

第 4、9 单元由徐明宇编写；

第 5、6、7 单元由甄真编写；

第 8 单元由栗娜编写；

“社会与文化”分册：

第 1、5 单元由栗娜编写；

第 2、6 单元由徐明宇编写；

第 3、4 单元由韩鸽编写；

第 7、8、9、10 单元由冯蕾编写；

全套教材“导游业务和技巧”部分由彭洪明编写。

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















2008.6



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Unit 1 General Introduction to China

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.





Chinese Population

China is the world's most populous country with 1.32311 billion at the end of 2007, 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 134 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 has always boasted a relatively larger population than other countries throughout history. After the foundation of New China in 1949, the population has grown 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 has 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

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
arable 适于耕种的

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 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 15.23 per thousand by the end of 1999; at the same time, the natural growth rate decreased from 26.08 per thousand to 8.77 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

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 134 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 has grown 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 年新中国建立之后, 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, 在上个世纪 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

eg. 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。



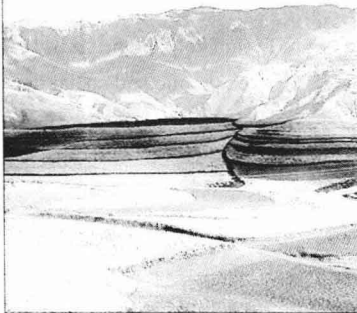
Chinese Geography

Vocabulary

landmass 大陆
plowing 耕作
confluence 汇合
cloak 掩盖
boundary 边界

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 kilometers and a sea



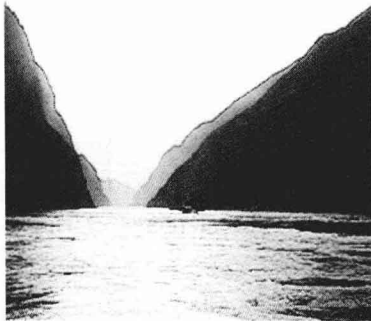


contiguous 毗邻的
topographically 地形学地
descend 下降
bird's-eye 鸟瞰的
exceed 超过
flank 在……的侧面
spectacular 壮观的
artery 动脉, 要道
waterway 水路
framework 框架

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”.^① 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^②, the highest peak in China, is also the highest peak in the world.

The eastern part of China is flanked by the Pacific. More than 5,000 islands have scattered over the 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 longest in the world. This artery courses through several of China's most economically developed regions.^③ Excellent river ports—Shanghai, Nanjing, Wuhan, and Chongqing—are located along this river, making it one of the world's busiest inland waterways.^④ The Yellow River is the second longest river in China. The Chinese civilization was born just along this river, which has won the river the fame of “the Mother River” of the Chinese nation. These two rivers, as well as the Pearl River in South China, have provided the framework for agricultural development and population growth throughout Chinese history.^⑤



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。



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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 courses 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. These 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。



Fifty-six Ethnic Groups in China

Vocabulary

hinterland 穷乡僻壤
jungle 丛林
census 人口普查

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 1159.4 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 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.





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

Notes

1. 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. 汉族文化属于世界上最古老的文明之一,在包括政治、军事、哲学、文学、艺术和自然科学等很多领域中拥有众多杰出的成就。
2. The largest is the 16 million-strong Zhuang in Southwestern China. 最大的(少数民族)是居住在西南部的壮族(主要聚居在广西、云南等地,人口超过 1600 万人)。
3. They have developed individual customs regarding food, clothing and *etiquette*, in response to their own particular environments, social conditions and levels of economic development. 根据各自所处的环境、

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社会条件和经济发展水平,各少数民族都形成了各自饮食、着装和礼节等方面的风俗。

4. 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. 许多少数民族都拥有自己的宗教信仰。例如,回族、维吾尔族以及其他一些少数民族信仰伊斯兰教;藏族和蒙古族信仰藏传佛教;而傣族、布朗族和德昂族信奉小乘佛教。
5. Chinese government has made equality, unity, mutual help and common prosperity as its basic principles in handling the relations between ethnic groups. 中国政府将平等、团结、互助和共同繁荣作为处理民族关系问题的基本原则。
6. 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. 因此,中国实施了区域民族自治的行政体系,在中央政府的统一领导之下,建立了民族自治的政府机构。
7. By now, China has five Autonomous Regions for its minorities: Guangxi, Xinjiang, Tibet, Inner Mongolia and Ningxia. 现在,中国共有五个民族自治区:广西壮族自治区、新疆维吾尔自治区、西藏自治区、内蒙古自治区以及宁夏回族自治区。
8. Chinese government has instituted preferential policies to provide training and other aid for the minorities to progress, govern and manage the lives. 中国对少数民族地区施行特惠政策,为其提供各种培训及帮助,以帮助少数民族人民不断进步、更好地统辖和管理民族地区。



Useful Phrases and Expressions

- | | |
|-------------------------------|-------------------------|
| 1. be aware of 知道,认识到 | 2. family planning 计划生育 |
| 3. accord with 符合 | 4. be located in 位于 |
| 5. the roof of the world 世界屋脊 | 6. abound in 富于 |
| 7. ethnic minority 少数民族 | 8. in response to 相应、适应 |
| 9. autonomous rights 自治权利 | |

Exercises

Part 3 Listening Practice

Passage 1

Tourist Industry Lowering Prices

pummel 打击

consecutive 连续的

tour operator 包价旅游承办商

wondrous 令人惊奇的

outbreak 爆发

blizzard 大风雪

discount 折扣

recoup 补偿

off-season 淡季的

Task 1 Listen to the passage carefully and then fill in the blanks with what you hear. The passage will be read only once.

Top scenic spots in southern China have lowered prices to _____ 1 _____ to areas pummeled by blizzards in January and February.

Some scenic spots received no visitors for _____ 2 _____ days during and after the worst weather in 50 years, while many others suffered _____ 3 _____ in business. The total loss across the country is estimated at _____ 4 _____, according to the China National Tourism Administration (CNTA).

Many scenic spots are offering attractive _____ 5 _____ to individual tourists and favorable policies to _____ 6 _____ in a bid to recoup the losses. Hunan Province's Zhangjiajie, the UNESCO World Heritage site famous for its _____ 7 _____, said it would prolong its _____ 8 _____ favoring tour group operators until the end of the month, four weeks longer than usual. Huangshan, in Anhui Province, cut the off-season entrance fee from _____ 9 _____ to 100 Yuan in February. The price-cut has worked. Most tourists who came shortly after the disaster are from neighboring cities.

实用导游英语

A senior official with the CNTA said the disaster dealt “another heavy blow to China’s tourism” five years after the SARS 10. Infrastructure can be repaired in a short period of time, but some natural sceneries are unlikely to be restored for a while.

Task 2 Listen to the recording again and then answer the following questions.

(1) What happened in January and February?

(2) What did the scenic spots decide to do in order to recoup the losses?

(3) Where were the visitors who came shortly after the disaster from?

(4) What have been the heavy blows to China’s tourism in recent years?

(5) What is the biggest problem for these scenic spots now?

Passage 2

Rising RMB Boosts Hong Kong Tour

exchange rate 汇率

cosmetic 化妆品

tour package 包办旅游

Lantern Festival 元宵节

peg 把价格限定在某一范围内

travel agency 旅行社

Labor Law 劳动法