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观光农业旅游英语

李 侠 姬谦龙 谭春平 编著



观光农业系列教材——

观光农业旅游英语

Agritourism English

李侠 姬谦龙 谭春平 编著

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内容简介

观光农业及生态旅游是以农村、农业、农民为载体的旅游活动,是旅游业的分支。本教材根据涉外导游工作对英语口语的需求而编写。本书由十个单元组成,涉及九个话题:观光农业及生态旅游介绍、果园、菜园、酒庄、农家饭、森林游、少数民族村寨游、奶牛场以及教育农园。每个单元包括话题引入、听读理解、情景对话与角色扮演、练习和扩展阅读5个部分。内容的编排上既有场景介绍,又有游客参与体验农活的环节设计,以及学生充当地陪的角色练习。本书重在训练学生“说”英语的能力,同时扩大相关背景知识。书后附有课文录音光盘。

本书可以作为高职高专院校旅游专业、旅游管理专业、观光农业专业的英语教材,也可作为观光园、采摘园、民俗村、乡村游、酒庄等一线工作人员涉外接待、导游的参考用书,还可以作为对旅游感兴趣的、有对外交流需求的英语学习者的学习资料。

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出版说明

观光农业是新型农业产业,它以农事活动为基础,农业和农村为载体,是农业与旅游业相结合的一种新型的交叉产业。利用农业自然生态环境、农耕文化、田园景观、农业设施、农业生产、农业经营、农家生活等农业资源,为日益繁忙的都市人群闲暇之余提供多样化的休闲娱乐和服务,是实现城乡一体化,农业经济繁荣的一条重要途径。

农村拥有美丽的自然景观、农业种养殖产业资源及本地化农耕文化民俗,农民拥有土地、庭院、植物、动物等资源。繁忙的都市人群随着经济的发展、生活水平的提高,有强烈的回归自然的需求,他们要到农村去观赏、品尝、购买、习作、娱乐、疗养、度假、学习,而低产出的农村有大批剩余劳动力和丰富的农业资源,观光农业有机地将农业与旅游业、生产和消费流通、市民和农民联系在一起。总而言之是经济的整体发展和繁荣催生了新兴产业,观光农业因此应运而生。

《观光农业系列教材》经过专家组近一年的酝酿、筹谋和紧张的编著修改,终于和大家见面了。本系列教材既具有专业性又具有普及性,既有强烈的实用性,又有新兴专业的理论性。对于一个新兴的产业、专业,它既可以作为实践性、专业性教材及参考书,也可以作为普及农业知识的科普丛书。它包括了《观光农业景观规划设计》《果蔬无公害生产》《观光农业导游基础》《观赏动物养殖》《观赏植物保护学》《植物生物学基础》《观光农业商品与营销》《花卉识别》《观赏树木栽培养护技术》《民俗概论》等十多部教材,涵盖了农业种植、养殖、管理、旅游规划及管理、农村文化风俗等诸多方面的内容,它既是新兴专业的一次创作,也是新产业的一次归纳总结,更是推动城乡一体化的一个教育工程,同时也是适合培养一批新的观光农业工作者或管理者的成套专业教材。

带着诸多的问题和期望,《观光农业系列教材》展现给大家,无论该书的深度和广度都会显示作者探索中的不安的情感。与此同时,作者在面对新兴产业专业知识尚存在着不足和局限性。在国内出版观光农业的系列教材尚属首次,无论是从专业的系统性还是从知识的传递性都会存在很多不足,加之各地农业状况、风土人情各异及作者专业知识的局限性,肯定不能完全满足广大读者的需求,期望学者、专家、教师、学生、农业工作者、旅游工作者、农民、城市居民和一切期待了解观光农业、关心农村

发展的人给予谅解,我们会在大家的关爱下完善此套教材。

丛书编委会再次感谢编著者,感谢你们的辛勤工作,你们是新兴产业的总结、归纳和指导者,你们也是一个新的专业领域丛书的首创者,你们辛苦了。

由于编著者和组织者的水平有限,多有不足,望得到广大师生和读者的谅解。

本套丛书在出版过程中得到了气象出版社方益民同志的大力支持,在此表示感谢。

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2009年4月26日

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前 言

随着中国在国际交往中实力的体现,北京 2008 年奥运会和上海 2010 年世博会的成功举办,越来越多的外国人对神秘的东方文化产生了兴趣,他们迫切地想了解中国。他们不仅想了解快速发展的城市,更愿意去享受农村、大自然“氧吧”,感受民风、民情,参与农事活动。观光农业及生态旅游正是以农业、农村、大自然为载体的观光旅游活动。为了满足农业旅游、生态旅游涉外活动对英语口语的需求,我们编写了这部《观光农业旅游英语》教材,以期为旅游专业、旅游管理专业、观光农业专业的学生提供练习英语表达的教材,为从事相关工作的一线人员提供学习参考。

本教材注重实用性,强调英语口语表达技能的操练;编排结构符合人对语言的认知规律;选材反映了观光农业及生态旅游现状。本书由十个单元组成,涉及九个话题:观光农业介绍、果园、菜园、酒庄、农家饭、森林游、少数民族村寨游、奶牛场以及教育农园。每个单元由以下几部分组成:

- Warming-up 选取几幅图画、给出几个词语,引导学生建立对主题的联想,为听力阅读和后续学习做好铺垫。
- Topic listening and reading 针对主题进行简要介绍,要求学生听懂、读熟;相关注释帮助学生更好地理解原文并拓展对该主题的了解。
- Learning how to communicate with people 情景对话与角色扮演为学生提供真实场景所使用的英语表达范本,适合学生进行模仿练习。
- Building up your language stock 侧重于翻译练习。本部分紧扣主题,进行包括专业术语、习惯表达、交流用语等的翻译练习,旨在强化学生用汉语和英语进行工作的背景知识。
- Supplement for reference 在进行了听读,情景交际和翻译练习之后,提供两篇阅读文章,以扩大学生的专业知识和背景知识。

本书配有录音光盘,方便读者进行听读练习。

本书由李侠、姬谦龙、谭春平编著,覃展鹏先生和加拿大籍外教 Alaina Bell 审阅。本书第四、第五单元在编写过程中得到了北京农学院李德美先生的专业指导;张东芹参与了第二单元部分内容的编写;编辑方益民在出版时给予了热情帮助,在此一

并表示衷心感谢!

该教材题材新,出版物少,本书编著者是根据自己多年的工作经验、参考了大量的网站相关内容编写而成,部分图片是编者在农业观光及生态旅游的过程中亲自拍摄。由于水平有限,疏漏和不足之处在所难免,恳请读者不吝指正。

著 者

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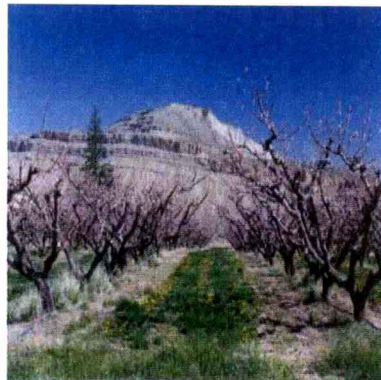
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Unit 1 An Introduction to Agritourism and Ecotourism

Part 1 Warming-up



A



B



C



D

1. Match each picture above with the words or expressions.

(1) farm store

(2) peach blossoming in spring

(3) working in the field

(4) corn maze



2. Talk about the pictures with your partner.

Part 2 Topic listening and reading

Answer the questions after reading or listening to the following passage.

1. What are agritourism and ecotourism?
2. What do they have in common?
3. What are offered for tourists to go in for with these two forms of tourism?

A Brief Introduction to Agritourism and Ecotourism

1. **Agritourism** (also known as sightseeing agriculture), as it is defined most broadly, involves any agriculturally-based **operation** or activity that attracts tourists to a farm or a village or, in general, to rural areas¹. Agritourism includes a wide range of activities that can be concluded as “three things”. The first “things to see” refers to the tourists’ visit to an exhibition of agricultural history², a **processing** demonstration³ or an art of **cultivation**⁴; the second “things to do” implies that the tourists’ join in activities like “the U-pick style orchard”⁵, “the pet farm”⁶ or “horse riding”; and the third “things to buy” means tourists make a direct purchase from farm stands or shops of local and regional produce in their seasons, home-made drink and food, or handicrafts⁷.

2. Ecotourism, according to the International Ecotourism Society⁸ (TIES) in 1990, is “responsible travel to natural areas that **conserves** the environment and improves the **well-being** of local people”⁹. Ecotourism typically involves travel to destinations where **flora**, **fauna**, and cultural **heritage** are the primary attractions.

agritourism *n.* 农业旅游

ecotourism *n.* 生态旅游

operation *n.* 经营; 商业活动

processing *adj.* 加工(的)

cultivation *n.* 耕作; 养殖

conserve *vt.* 保存; 保养

well-being 幸福; 福利

flora *n.* 植物群

fauna *n.* 动物群

heritage *n.* 遗产

3. Agritourism and ecotourism overlap somewhat. They are both forms of tourism that involve traveling to **tranquil** natural areas. They both promote minimizing the negative aspects of **conventional** tourism on the environment, enhancing the cultural **integrity** of local people and creating economic opportunities for local communities¹⁰. Both of them offer tourists **insight** into the important role that nature and farming play in our lives and allow tourists to experience what it is to be part of the land and of **natural habitats**¹¹.

Agritourism and ecotourism has many forms and types, among which are **predominantly** the following seven.

- (1) Picking and sightseeing gardens
- (2) **Agritainment**
- (3) Forest Parks
- (4) Ethnic villages
- (5) **Educational farms**
- (6) **Chateaux**
- (7) Farm food restaurants

tranquil *n.* 宁静

conventional *adj.* 传统的
integrity *n.* 完善

insight *n.* 理解; 领悟

natural habitats 自然栖息地

predominantly *adv.* 主要地, 最显著地

agritainment *n.* 农家乐

educational farms 教育农园
chateaux *n.* 酒庄

Notes:

1. Agritourism (also known as sightseeing agriculture), as it is defined most broadly, involves any agriculturally-based operation or activity that attracts tourists to a farm or a village or, in general, rural areas

农业旅游(或者叫观光农业),从广义上来说,包括所有的以农业为背景的、招揽游客到农场、乡村,或更普遍地到整个农村地区的旅游经营活动。

as it is defined most broadly 方式状语从句做插入语

agriculturally-based 以农业为基础的、为主的

that attracts tourists to a farm or a village or in general, rural areas 定语从句修饰 operation or activity

2. exhibition of agricultural history 农业历史展览



3. a processing demonstration 加工展示
4. an art of cultivation 耕作、养殖技术
5. the U-pick style orchard 自采果园
6. the pet farm 养殖场
7. tourists make a direct purchase from farm stands or shops of local and regional produce in their seasons, home-made drink and food or handicrafts
旅游者直接从农场售货摊或商店购买时令农产品、农户自制饮品或手工艺品。
8. the International Ecotourism Society 国际生态旅游协会
9. is responsible travel to natural areas that conserves the environment and improves the well-being of local people

(生态旅游)是一种到自然环境中去的旅行;是一种负责保护环境的、改善当地人生活的旅游方式。

that conserves the environment and improves the well-being of local people 作定语修饰 travel。

10. They both promote minimizing the negative aspects of conventional tourism on the environment, enhancing the cultural integrity of local people and creating economic opportunities for local communities

生态旅游和观光农业都提倡尽量减少传统旅游业对当地环境的负面影响、加强对当地文化的完善并为当地的经济的发展创造机会。

minimizing..., enhancing..., creating... 都是 promote 的宾语。

11. allow tourists to experience what it is to be part of the land and of natural habitats

……让旅游者体验作为这片土地、这片自然栖息地的一份子的感觉。

what it is to be 是什么样子、是什么感觉。

Part 3 Learning how to communicate with people

Dialogue Role-play

(Instruction: read the following dialogue and do the role-play practice in turn.)

In a tour guide training class

A conversation between an instructor and tour guides in training

(A: the instructor B: the tour guides in training)

A: Ladies and gentlemen, good morning.