



旅游跨文化交际双语教材

English-Speaking Countries

Culture and Tourism

英语国家旅游文化 (英文版)

主编◎朱 宁



北京第二外国语学院
旅游教育出版社



旅游跨文化交际双语教材

English-Speaking Countries Culture and Tourism

英语国家旅游文化 (英文版)

主编◎朱 宁

编者◎刘 斌

贵州师范学院内部使用

北京·旅游教育出版社

策 划：李红丽

责任编辑：李红丽

图书在版编目 (C I P) 数据

英语国家旅游文化：英文 / 朱宁主编. — 北京：
旅游教育出版社，2019.6

旅游跨文化交际双语教材

ISBN 978-7-5637-3967-7

I. ①英… II. ①朱… III. ①英语—国家—旅游文化
—教材—英文 IV. ①F590

中国版本图书馆CIP数据核字 (2019) 第103308号

旅游跨文化交际双语教材

英语国家旅游文化 (英文版)

English-Speaking Countries: Culture and Tourism

主编 朱 宁

编者 刘 斌

出版单位	旅游教育出版社
地 址	北京市朝阳区定福庄南里 1 号
邮 编	100024
发行电话	(010) 65778403 65728372 65767462 (传真)
本社网址	www.tepcb.com
E - mail	tepx@163.com
排版单位	北京旅教文化传播有限公司
印刷单位	北京泰锐印刷有限责任公司
经销单位	新华书店
开 本	710毫米×1000毫米 1/16
印 张	15.5
字 数	145 千字
版 次	2019 年 6 月第 1 版
印 次	2019 年 6 月第 1 次印刷
定 价	38.00 元

(图书如有装订差错请与发行部联系)

Foreword



前言

众所周知，文化是旅游之魂，旅游又是展示和传承文化的一种重要形式。自 20 世纪 80 年代以来，文化旅游逐渐成为现代旅游业发展的主流之一。随着国内外游客对文化旅游产品需求的不断增加，旅游从业人员文化素养的提升被提上日程。作为高校外语教学工作者，同时也作为一名长期从事一线涉外旅游服务的从业人员，我们非常关注西方社会文化知识的学习与传播。正是基于这样的背景，笔者从语言学习、文化素养提升、旅游跨文化交流、旅游产品定制能力的培养等多个角度出发，编写了《英语国家旅游文化》一书。

本书介绍了英国、爱尔兰、美国、加拿大、澳大利亚、新西兰六个主要英语国家的概况，并在此基础上梳理和分析了这些英语国家的旅游资源及旅游文化。本书适合旅游英语专业学生、旅游行业的从业人员及对西方社会旅游文化感兴趣的英语爱好者使用。本书在内容和编排上有如下特点：

1. 语言简洁

本书的编写初衷是为未来的涉外旅游工作者提供一本随时可查阅的参考书。编写初始，我们就明确定位：用简洁的语言表述主要英语国家概况、文化旅游资源。因此在对素材语言的处理上，避免复杂的句式，避免生僻的词汇，多选用常用词汇和简练语句。

2. 结构明晰

本书在结构编排上，力求一目了然。本书每单元均由五部分构成：课前研讨、课堂精读、自我测试、学以致用、拓展阅读。各环节紧密相连，

步步推进：首先以“课前研讨”的形式导入主题；“课堂精读”部分以小标题的形式凸显；在“自我测试”部分中，选择与填空题型有助于学生课前预习并自行检测预习效果，回答问题适合于课堂教学即时检查；“学以致用”包含三部分：案例分析、行程设计、对话环节，三者有机结合，注重课程知识的运用，有助于调动学生的积极性，激发学习者的潜力；“拓展阅读”则进一步拓展学生的知识面。

3. 内容新颖

本书的独特之处在于：以主题词的形式对各主要英语国家文化旅游资源进行分类和介绍，即在介绍主要英语国家概况的基础上，围绕主题，梳理旅游资源，锁定主题与旅游资源的对应关系。如此设置，一方面便于学习者快速而准确地查询、学习相关旅游资源及与其相对应的资讯，另一方面有助于培养学生基于游客不同的兴趣点及关注点确定对应的旅游资源、定制旅游行程的能力。此外，本书的创新性还体现在“学以致用”部分，这部分既有编者深入行业收集编写的真实案例，又有针对不同旅游需求和动机而设置的旅游线路咨询设计。通过实际运用，让学习者切实体会到知识从理论到实践的转化过程。

4. 视角独特

针对本书适用人群的特点，我们在编写过程中，以“够用”“好用”为指导，尤其注重内容的趣味性和时效性。在主题阐述部分，本书选用最新资料、最新数据；在相关问题的介绍中，关注中国视角；在旅游资源梳理时，立足大众文化。例如，我们选用了苏格兰公投、英国脱欧、新西兰国旗公投、2016年美国大选等事件介绍相关主题；借习近平总书记出访新西兰，介绍毛利文化，用电影《霍比特人》引入霍比屯，随《爸爸去哪儿》探访新西兰罗托鲁瓦，携电影《哈利·波特与混血王子》推介莫赫悬崖，请《大河之舞》代言爱尔兰踢踏舞，邀莎士比亚助阵英国文化之旅……

本书由上海师范大学旅游学院 / 上海旅游高等专科学校朱宁老师担任

主编并负责全书的统稿工作；同校刘斌老师承担了新西兰部分的编写，王缙萦老师撰写了附录的“旅游线路设计”部分，其他部分由朱宁老师编写。在本书编写过程中，上海师范大学旅游学院/上海旅游高等专科学校领导和部门同事给予了支持与帮助；郝影利处长、吴云院长促成了本书的出版并给予了大力支持；赵宝国老师、王伟民老师始终关注、关心本书的进展；来自美国的外籍专家 Liam Gowing 先生从语言角度对全书做了校审；刘斌老师提供了大量的国外旅游宣传资料并承担了本书的校对工作；爱尔兰的 Ann Grace 女士对爱尔兰章节进行了细致地审阅并从爱尔兰收集邮寄了大量资料；年轻的资深导游黄佳蕴及江苏大学刘栅杉同学也不遗余力地为本书的出版提供了很大帮助。在此特向他们表示衷心的感谢。同时，编者还查阅了大量的网络资源及书籍，参考了许多旅游宣传手册和其他大量有价值的资料，在此对参考资料的作者一并表示感谢。

由于编者水平有限，书中难免有疏漏之处，恳请读者、专家批评指正。

编 者

2019 年 1 月

Contents



目 录

Unit 1 The United Kingdom of Great Britain and Northern Ireland 英 国

Section 1 Workshop 课前研讨	2
Section 2 Reading and Learning 课堂精读	2
I. Basic Facts	2
II. Culture	14
III. Tourism	22
IV. Top Ten Attractions	35
Section 3 Self-Assessment Log 自我测试	36
I. Choose the correct answers to the following questions.	36
II. Fill in the blanks.	38
III. Answer the following questions.	38
IV. Translate the following material into Chinese.	39
Section 4 Learning in Use 学以致用	41
I. Case Study	41
II. Designing Customized Trips	41

III. Making a Dialogue	42
Section 5 Further Reading 拓展阅读	42
Britain's First Plastic Five-Pound Note Unveiled	42

Unit 2 The Republic of Ireland

爱尔兰

Section 1 Workshop 课前研讨	46
Section 2 Reading and Learning 课堂精读	46
I. Basic Facts	46
II. Culture	54
III. Tourism	58
IV. Top Ten Attractions	63
Section 3 Self-Assessment Log 自我测试	66
I. Choose the correct answers to the following questions.	66
II. Fill in the blanks.	67
III. Answer the following questions.	68
IV. Translate the following material into Chinese.	68
Section 4 Learning in Use 学以致用	69
I. Case Study	69
II. Designing Customized Trips	69
III. Dialogue Making	70
Section 5 Further Reading 拓展阅读	70
British Irish Visa Scheme	70

Unit 3 The United States of America

美 国

Section 1 Workshop 课前研讨	74
Section 2 Reading and Learning 课堂精读	74
I. Basic Facts	74
II. Culture	84
III. Tourism	94
IV. Top Ten Attractions	103
Section 3 Self-Assessment Log 自我测试	106
I. Choose the correct answers to the following questions.	106
II. Fill in the blanks.	108
III. Answer the following questions.	108
IV. Translate the following material into Chinese.	109
Section 4 Learning in Use 学以致用	110
I. Case Study	110
II. Designing Customized Trips	111
III. Making a Dialogue	111
Section 5 Further Reading 拓展阅读	111
The Story Behind the Name of “America”	111

Unit 4 Canada

加 拿 大

Section 1 Workshop 课前研讨	116
-------------------------------	-----

Section 2 Reading and Learning 课堂精读	116
I. Basic Facts	116
II. Culture	124
III. Tourism	128
IV. Top Ten Attractions	134
Section 3 Self-Assessment Log 自我测试	137
I. Choose the correct answers to the following questions.	137
II. Fill in the blanks.	138
III. Answer the following questions.	139
IV. Translate the following material into Chinese.	139
Section 4 Learning in Use 学以致用	140
I. Case Study	140
II. Designing Customized Trips	140
III. Making a Dialogue	140
Section 5 Further Reading 拓展阅读	141
The World's Best City	141

Unit 5 The Commonwealth of Australia

澳大利亚

Section 1 Workshop 课前研讨	144
Section 2 Reading and Learning 课堂精读	144
I. Basic Facts	144
II. Culture	152
III. Tourism	157

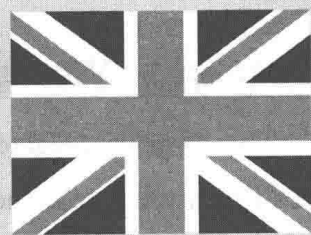
IV. Top Ten Attractions	164
Section 3 Self-Assessment Log 自我测试	167
I. Choose the correct answers to the following questions.	167
II. Fill in the blanks	168
III. Answer the following questions.	169
IV. Translate the following material into Chinese.	169
Section 4 Learning in Use 学以致用	169
I. Case Study	169
II. Designing Customized Trips	170
III. Making a Dialogue	170
Section 5 Further Reading 拓展阅读	170
Getting Around Australia	170

Unit 6 New Zealand

新西兰

Section 1 Workshop 课前研讨	174
Section 2 Reading and Learning 课堂精读	174
I. Basic Facts	174
II. Culture	182
III. Tourism	185
IV. Top Ten Attractions	191
Section 3 Self-Assessment Log 自我测试	194
I. Choose the correct answers to the following questions.	194
II. Fill in the blanks.	195

III. Answer the following questions.	196
IV. Translate the following material into Chinese.	196
Section 4 Learning in Use 学以致用	197
I. Case Study	197
II. Designing Customized Trips	198
III. Making a Dialogue	198
Section 5 Further Reading 拓展阅读	198
Difference between Australian Flag and New Zealand Flag	198
Keys to the Exercises 练习答案	201
References 参考文献	216
Appendix 附 录	221
I. World Cultural and Natural Heritage Sites of Major English-Speaking Countries 主要英语国家世界文化与自然遗产名录	221
II. The Complete Works of William Shakespeare 莎士比亚作品	230
III. Principles and Procedures of Trip Design 旅游线路设计原则与程序	232



Unit 1

The United Kingdom of Great
Britain and Northern Ireland

英 国

贵州师范学院内部使用

Section 1 Workshop 课前研讨

Mr. Wang's daughter is graduating from Oxford University this summer. His family wants to attend the graduation ceremony and visit France as well. Mr. Wang is researching visa issues. Can the family travel freely in both the U.K. and France using Schengen visas? Why or why not?

Section 2 Reading and Learning 课堂精读

I. Basic Facts

Location

The United Kingdom of Great Britain and Northern Ireland, commonly known as the United Kingdom, Great Britain, Britain or the U.K., is located off the northwestern coast of continental Europe. The country includes the island of Great Britain, the northeastern part of the island of Ireland, and many smaller islands.

Northern Ireland is the only part of the U.K. that shares a land border with another sovereign state — the Republic of Ireland. Apart from this land border, the U.K. is surrounded by the Atlantic Ocean to the west and north, the North Sea in the east, the English Channel in the south, and the Irish Sea between Ireland and Wales.

Size and Population

The total area of the United Kingdom is about 243,610 square kilometers (which is a bit larger than Guangxi Zhuang Autonomous Region). England is the largest country of the United Kingdom, covering an area of 130,279 square kilometers (which is a bit smaller than Anhui Province). Scotland is the second largest country, covering an area of 77,933 square kilometers (which is a bit

smaller than Chongqing). Wales covers a bit more than 20,000 square kilometers (which is about twice as large as Tianjin or three times that of Shanghai). The smallest country, Northern Ireland covers about 13,000 square kilometers (which is almost twice as large as Shanghai).

The United Kingdom has one of the highest population densities in the Western world. The population of the U.K. was around 65 million in 2016 (England: 55 million, Scotland: 5.3 million, Wales: 3 million, Northern Ireland: 1.8 million). In terms of population, it is similar to that of Hunan Province (68 million).

Geography

Britain, surrounded by water, is an island country. It is separated from the rest of Europe by the English Channel to the south and the North Sea to the east. The English Channel between Britain and France is quite narrow and the narrowest part is called the Straits of Dover.

The physical geography of the U.K. varies greatly. England consists of mostly lowland terrain. Scotland is in the north of the U.K. with many mountains, lakes and islands. There are three natural zones: the highlands in the north, the central lowlands and the southern uplands. Wales is in the west of Great Britain. Most of Wales is mountainous. Northern Ireland has a rocky and wild coastline with several deep indentions.

The tallest mountain in the U.K. (and British Isles) is Ben Nevis in the Grampian Mountains, Scotland. The longest river is River Severn, which flows from Wales into England. The largest lake by surface area is Lough Neagh in Northern Ireland, though Scotland's Loch Ness has the largest volume.

Climate

Due to the moderating effect of the Atlantic Ocean, the weather in the U.K.

is quite moderate. In general, the summers are not too hot, and the winters are not too cold. In summer, the average temperature ranges from 12 to 20 degrees Celsius. Occasionally, in a heat wave, it can reach around 30 degrees Celsius but this is rare. In winter, which lasts from December to February, the average temperature is between 2 and 7 degrees Celsius.

Days are short in the middle of winter (it gets dark before 4 pm in December), and long in the middle of summer (it remains light until after 10 pm in June). There is usually more rain in the west of the country, and more sunshine in the south.

In Britain, since the weather is changeable, it is a common topic for British people to discuss.

National Flag

The Flag of U.K. is the royal banner best known as the Union Jack, also called the King's Colors, the Great Union Flag, or the Union Flag. Its correct proportions are 1:2.

The colors of the U.K. flag are red, white and blue. The colors of the flag represent the following: white indicates peace and honesty; red represents hardiness, bravery, strength and valor; blue means vigilance, truth and loyalty, perseverance and justice.

The U.K. flag pictures a representation of the patron saints of England, Scotland and Northern Ireland^① on a blue field as follows: the red cross of Saint George, the patron saint of England, edged in white; superimposed on the diagonal red cross of Saint Patrick, the patron saint of Ireland; superimposed on the diagonal white cross of Saint Andrew, the patron saint of Scotland.

① Patron Saints of England, Scotland and Ireland: 英格兰、苏格兰、爱尔兰的守护圣徒。圣乔治是英格兰的守护圣徒；圣安德鲁是苏格兰的守护圣徒；圣帕特里克斯是爱尔兰的守护圣徒。

In a sense, the U.K. flag embodies the national flags of England, Scotland and Northern Ireland.

History

The first known settlers of Britain were the Iberians from the Mediterranean area. They lived in Britain during the Stone and Bronze Ages. Around 2000 BC, the Beaker Folk arrived. Around 700 BC, the Celts began to arrive in three separate waves.

British recorded history began with the Roman Invasion. In 55 BC and 54 BC, Julius Caesar, a Roman general invaded Britain twice. In 43 AD, the emperor Claudius invaded Britain. For nearly 400 years Britain was under the Roman occupation, though it was never a total occupation.

In the course of the 500 years after the Roman Empire fell, the island people were either assimilated or displaced by invading Germanic tribes, collectively known as Anglo-Saxons. During the following Viking and Danish invasion periods in the 9th century, King Alfred, often regarded as the first king of a united England, made great contributions in many fields. Since he founded a strong fleet, he is also known as “the father of the British navy”.

In 1066, the Normans, led by William the Conqueror, invaded England from France. It is perhaps the best-known event in English history. Under William, the feudal system in England was established. Additionally, Norman-French culture, language, manners and architecture were introduced.

In 1215, the “Magna Carta” was signed. The Magna Carta, which means “Great Charter” is a significant document in the evolution of civil rights and is considered to be the first document of human freedom.