

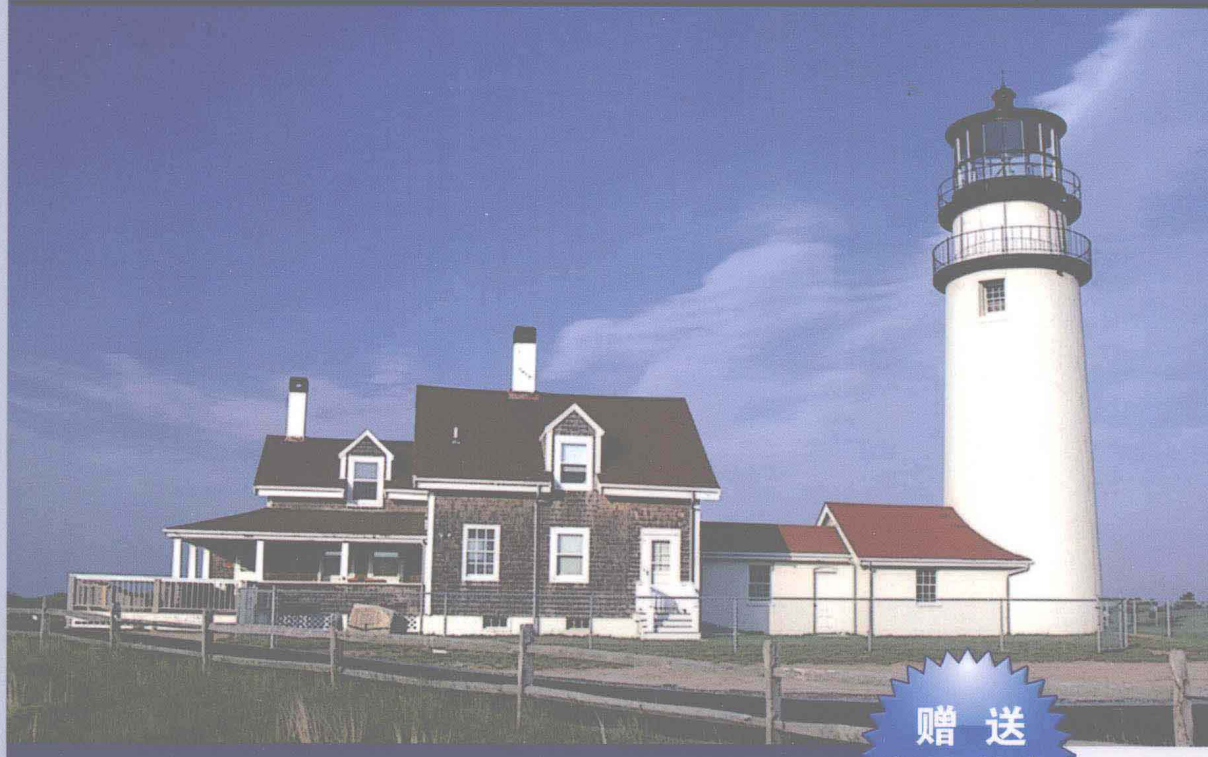


高等学校**应用型特色**规划教材

英语导游

基础教程

张靖 编著
余宝珠 主审



赠送
电子教案

- 理论与实践相结合
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清华大学出版社

高等学校应用型特色规划教材

英语导游基础教程

A Course in General Knowledge for English Tour Guides

张 靖 编 著

余宝珠 主 审

清华大学出版社

北 京

内 容 简 介

本书以导游基础考试大纲中的基本考点为基础,结合具体实践教学过程中的操作经验,依据对高等院校英语专业和旅游专业学生的培养目标、知识结构和实际应用能力的要求,系统地介绍了中国的历史地理、民风民俗、风物特产、自然与人文景观、古代遗址遗迹、古代建筑设施和宗教信仰等内容。

本书主要适用于旅游及英语相关专业的大中专在校学生或从业者,也可作为导游资格考试培训教材使用,同时也可供广大旅游及英语爱好者参考。

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前 言

中国经济的快速发展、2008年北京奥运会的成功举办以及2010年上海世博会的即将开幕，为旅游业的全面振兴提供了便利条件，也提出了巨大的挑战。

据估计，目前国内导游从业人数超过30多万，但外语类导游所占比例远远不足以满足市场需求，高素质外语导游更是乏善可陈。另外，顺应市场的需求，一些外语专业院校将外语与专业方向挂钩，专业旅游英语受到许多英语专业和旅游专业学生的青睐。为了满足这些需求，结合当今市场对导游人才在知识及能力方面的需求，以及编者在实践教学过程中的具体操作及经验，特编著此书，以飨读者。

本书共12个单元和14个附录。前4个单元分别对中国旅游、中国历史、中国文化知识以及中国旅游资源加以介绍。后8个单元根据国家质量监督检验检疫总局颁布的旅游资源分类，对8大类旅游资源分别进行了分析讲解，主要内容包括：地文景观、水文景观、生物景观、天气与气候景观、遗址遗迹、建筑设施、旅游商品和人文活动。每个单元针对英语导游考试所涉及的基础知识用英文系统地加以介绍，并辅以必要的图片解说和汉语解释，以便于读者更好地理解和巩固所学的知识。

附录部分是导游考试需要了解的基本知识。为了便于读者查阅，其内容包括中国各省市旅游资源列表、国家级历史文化名城、国家5A级景区、国家级重点风景名胜区、国家级自然保护区、国家级森林公园、国家级地质公园、国家级湿地公园、国家级矿山公园、国家级水利风景区、中国珍稀植物、国家级一类保护动物、国家级二类保护动物以及中国濒危珍稀动物。

在教学过程中，建议教师按照英语导游工作和专业的实际需求有选择、有重点地安排教学活动，在课堂上多进行师生互动和实践操作，让学生了解、熟悉并能熟练地运用这些基础知识解决实际操作中出现的问题。本书共12个单元，各单元的学时分配参考如下。

单元名称	所需学时
第一单元：中国旅游业概况	2
第二单元：中国历史概览	2
第三单元：中国文化知识概览	4
第四单元：中国旅游资源	2
第五单元：地文景观	4
第六单元：水文景观	2
第七单元：生物景观	2
第八单元：天气与气候景观	2
第九单元：遗址遗迹	4



续表

单元名称	所需学时
第十单元：建筑设施	4
第十一单元：旅游商品	4
第十二单元：人文活动	4
总学时：36	

用英语编写导游基础知识是一个挑战。本书在编写过程中得到了业内同仁的许多帮助，特借此机会向他们表示感谢。由于时间仓促、经验有限，书中难免有疏漏，恳请业内人士和读者不吝指正。

编者

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Unit 1 A Survey of Tourism in China

Lead-in Questions

1. What is tourism?
2. When and how did tourism industry begin in modern times?
3. When and how did China's tourism start?

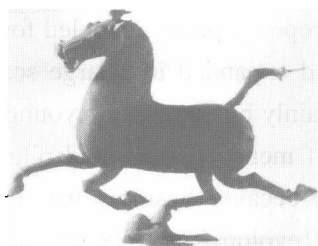
According to the World Tourist Organization (WTO), tourists are those who travel and stay in places outside their usual environment for no more than one consecutive year for leisure, business and other purposes unrelated to the exercise of an activity remunerated from or within the place visited. Mathieson and Wall (1982) initiated a good working definition of tourism as “the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.”

As a matter of fact, tourist activities can be dated back to the end of the primitive society, when people began to go outing for the exchanges of products or goods, besides those who migrated for livings. With the appearance of private property, people traveled for business. In the feudal society, tourist activities developed rapidly and expanded in a large scale, such as “the Grand Tour” (It was the traditional travel in Europe mainly by upper-class young people from the 1660s to 1840s), emperors' or nobles' tours, tours of men of letters, and pilgrimages. Strictly speaking, these activities, however, were not travels because business was the main purpose instead of leisure. In the 19th century, the Industrial Revolution accelerated the development of society, economy, and science and technology; especially locomotives were invented, which made it possible to travel in a large number or scale. In 1845, Thomas Cook initiated to establish the first travel agency in the world, which officially marked the beginning of tourism industry in modern times. Since then, mass travel took on a new phase because of free time, paid vacation, personal disposable income and the development of tourism resources.

Early in 1990s, such foreign companies opened the market in China as British Travelex, American Express, and Japan National Tourism Organization (JNTO). In order to start travel services, Shanghai Commercial and Savings Bank set up a tourism department in 1923. This department registered and changed its name into China Travel Agency in 1927 in the charge of the Bank, which marked the emergence of tourism in China in modern times, but tourism then saw a hard time because of wars and poverty. Between 1949 and 1974, tourism in China was almost closed to all but some foreign visitors. In the late 1970s, tourism became a means of earning foreign exchange and China started to develop quickly in tourism industry. By the mid-1980s, more than 250 cities and counties had been opened to foreign visitors. In recent years, travel in China has become much easier with the lifting of travel controls, massive investment in

transportation facilities, and the rapid rise in incomes. Since the mid-1990s, China has become a major tourist destination for Russians, Mongolians, Koreans, Malaysians, Singaporeans, etc. According to the WTO, China received 49.6 million international visitors, making it the fourth most visited country in the world in 2006. As the Report on China Tourism Industry (2008) said, in the next 10 years, China tourism will maintain an annual growth rate of 10.4%, and China will become the first inbound country and the fourth outbound country. By 2010, the proportion of total revenues of China tourism accounting for GDP will increase from 5.44% in 2002 to 8%. So tourism, as one of the six new consumption highlight industries, will provide big investment opportunities in the next years.

In 1982, China National Tourism Administration (CNTA) began to exercise solely its administrative function of developing, promoting and regulating China tourism industry. CNTA is subordinate to the State Council with its headquarters in Beijing. In 1985, after studies and comparisons, CNTA selected famous Galloping Bronze Horse Treading on a Flying Swallow of the Eastern Han Dynasty (25-220) as the hallmark of China's tourism industry, which was unearthed from Leitai (雷台) of Wuwei City (武威市), Gansu Province. The hallmark symbolizes the flourishing of China's tourism with each passing day.



Galloping Brone Horse Treading on a Flying Swallow



The hallmark

(Source: <http://www.nipic.com/show/1/24/8836ed1db71fd9cd.html>,
<http://www.nipic.com/show/3/81/2cc447a4ba19c096.html>)

Post-class Tasks

I. Fill in the blanks with what you have learnt.

- 1) WTO stands for _____.
- 2) _____ was the traditional travel in Europe mainly by upper-class young people from the 1660s to 1840s.
- 3) In _____, _____ initiated to establish the first travel agency in the world, which officially marked the beginning of tourism industry in modern times.
- 4) _____ set up tourism department in 1923 and changed its name into China Travel Agency in 1927, which marked the emergence of tourism in China in modern times.
- 5) CNTA stands for _____, which is subordinate to _____ with its headquarters in _____.

II. Translate the following phrases into Chinese.

- 1) British Travelex
- 2) American Express
- 3) Japan National Tourism Organization

III. Answer the following questions briefly.

- 1) When and how did China begin to develop quickly in tourism industry?
- 2) Is China a major tourist destination? For whom?
- 3) What is the hallmark of China's tourism industry?

Unit 2 A Survey of Chinese History

Lead-in Questions

1. Do you know the Chinese mythological figures? Who are they?
2. Do you know the hominid in China? Who are they? When and how did they begin to live in China?
3. When and how did Chinese history see cycles of division and unification?

China has a long and rich history. Along with the ancient Egypt, Babylonia and India, China was one of the four greatest ancient countries with advanced civilizations in the world.

1. Ancient Myth

According to Chinese myth, the universe was in chaos at the very beginning. It was Pangu (盘古) who stood on the earth and supported the heaven with his hands, thus he created the world.

Nvwa (女娲) was said to be the ancestor of mankind, who refined the five-colored stones to mend the sky. It was also said that Nvwa reproduced male and female persons with yellow clay and made them get married, thus she was also worshipped as “Goddess of Marriage.” Emperor Fuxi (伏羲), Nvwa’s brother and husband, drew the Eight Diagrams used in divination. Suiren (燧人) was the first one who made fire.



Pangu



Nvwa and Fuxi



Suiren

(Source: <http://baike.baidu.com/view/13547.htm>, <http://bbs.xiyuren.com/thread-1507-1-1.html>,
<http://baike.baidu.com/view/4616.htm>)

Shennong(神农), also called Yandi or the Furious Emperor (炎帝), taught people to cultivate and tasted a large number of herbs to identify their medical functions. He dedicated great efforts to the progress of Chinese civilization, especially Chinese medicine. Legend has it that about 5,000 years ago, the Yellow Emperor (黄帝), or Huangdi, controlled part of the Yellow River Valley, who invented cart, boat, clothes, script and medicine. He also ordered his wife Luoqu (嫫

祖) to raise silk worms and Cangjie (仓颉) to invent characters. Today, the Chinese people at home and abroad are still regarded as “the Yan-Huang’s descendants.”



Shennong(The Furious Emperor)



The Yellow Emperor

(Source: <http://baike.baidu.com/view/13767.htm>, <http://baike.baidu.com/view/1989.htm>)

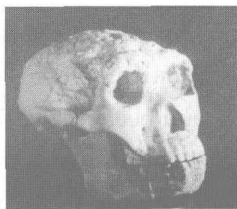
There are mythological “Three Sovereigns and Five Emperors” in ancient China. According to *The Records of the Grand Historian* (《史记》) by Sima Qian (司马迁, about 145B C-90 BC), a great historian in the Western Han Dynasty (206 BC-25 AD), “Three Sovereigns” were the Heavenly Sovereign(天皇), the Earthly Sovereign(地皇) and the Human Sovereign(人皇或泰皇), while “Five Emperors” were the Yellow Emperor(黄帝), Zhuangxi (颛顼), Emperor Ku (帝喾), Emperor Yao (尧帝) and Emperor Shun (舜帝).

2. The Primitive Society

Archeological surveys show that Yuanmou Man (元谋人) unearthed in Yuanmou County of Yunnan Province lived about 1.7 million years ago. They were the first discovered hominid(原始人类). And in 1964, the fossil of a man’s skull was excavated in Lantian County, Shaanxi Province. The Lantian Ape Man (蓝田猿人) was proved to live about 1.1-1.15 million years ago. Later, the fossil of a Peking Ape Man was unearthed in Zhoukoudian Site of Beijing(北京周口店遗址), who lived about 500,000-600,000 years ago. They were characterized by the basic features of Homo erectus (直立人). These are the most important proofs of the primitive society in China.



Yuanmou Man



Lantian Ape Man



Peking Ape Man

(Source: http://travelguide.tripc.com/travel_image/5299/11997/1, <http://baike.baidu.com/view/2180.htm>, <http://baike.baidu.com/view/18193.htm>)

About 100,000-10,000 years ago, there lived Homo sapiens (智人) typically represented by Dali Man (大荔人) of Shaanxi Province, Dingcun Man (丁村人) of Shanxi Province, Maba Man (马坝人) of Guangdong Province, the Upper Cave Man (山顶洞人) of Beijing, Liujiang Man (柳江人) of Guangxi Province, Ziyang Man (资阳人) of Sichuan Province.