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The Selected **HAINAN**
Tour Commentaries for
TOURIST ATTRACTIONS

海南旅游景区 导游词精选

主 编 王兰春 王 硕
副主编 申慧丽 符雪喜 寇于蓝



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前言



海南是中国最大的经济特区和唯一的热带岛屿省份。随着国家在2010年1月4日《国务院关于推进海南国际旅游岛建设发展的若干意见》的发布，海南国际旅游岛的建设从此拉开了帷幕，国家预计到2020年将把海南省初步建成世界一流的海岛休闲度假旅游胜地，使之成为开放之岛、绿色之岛、文明之岛及和谐之岛。这就意味着海南的旅游业发展已推到了全国，乃至世界关注的前沿。越来越多的境外朋友希望能够亲临海南，以便更多地对其进行了解。三年转瞬即逝，国际间的交流日益频繁的事实有目共睹。境外游客在旅游的过程中，对海南及其民族文化的了解，除了借助当地的历史文化古迹、自然风景、人文景观及民族风情等具体内容进行直观的了解以外，更主要还是通过英语导游员的解说。所以，国际间的旅游活动就是典型的跨文化交际活动，旅游英语导游词就成了跨文化旅游交际活动所必备的交流工具。要把海南国际旅游岛打造成为具有国际竞争力的旅游胜地，首先要加快现代文化服务业的发展，涉外旅游从业人员的素质必须具备国际化水准，仅掌握旅游英语基础知识还远远不够，必须具备景区景点英语导游词的解说能力。只有这样旅游从业人员才能在国际旅游文化交流中游刃有余；只有这样才能真正发挥导游员在国际文化交流中的桥梁和纽带作用；只有这样才能把博大精深的海南特色文化、民族风情等详细而清楚地介绍给国外游客，达到两者之间相互交融、相得益彰。

工欲善其事，必先利其器。优秀地方导游员的培养自然离不开旅游英语专业知识的学习，尤其是离不开旅游景区英汉双语导游词的学习，这样才能使他们具备丰厚扎实的民族文化知识、精深娴熟的语言表达能力、敏捷交融文化差异的能力、以不变应万变的导游艺术和爱国热情。有道是“海南江山美不美，全靠导游一张嘴”。一个地方导游素质、能力水平的高低和服务质量的好坏，会直接影响到该地区旅游业的总体形象和可持续发展。高质量的导游服务亦需要高质量的导游人才，高质量的导游人才的培养则需要高质量的导游图书。海南建省办经济特区仅20年有余，经济社会、文化教育领域的发展虽然都取得了显著的成就，但限于发展起步晚、底子薄，目前海南经济社会发展整体水平仍然较低，尤其是旅游文化教育的发展还远远跟不上经济发展的需要。就旅游资料而言，市场上有关海南旅游方面的资料虽不少，但统一规范的、具有权威性的资料却仍然非常匮乏，至于外文

的旅游资料就更是寥寥无几。时至今日针对海南旅游景区景点导游词英汉双语版资料的编写无人问津。合格的国际旅游人才的培养就意味着对旅游文化产业提出了新的挑战,更意味着对旅游英语知识的不断更新提出了更高的要求。正是基于这样的宗旨,为了适应海南与国际接轨旅游业的发展,我们从海南各旅行社经营管理人员、导游人员的实际需要出发,从海南各景区景点导游知识的宣传必要性入手,编写了《海南旅游景区导游词精选》一书,以求能为海南国际旅游岛科学而快速的发展尽自己绵薄之力。

本书所编写的主要内容基于主编所编著《国际旅游岛背景下的旅游英语》一书,在主编的指导下由编委会成员对其中部分海南旅游景区景点导游词进行了补充和完善,由原编著中的20多个景点扩充到60多个景区景点。全书共涉及三大模块,第一部分首先从“海南国际旅游岛简介”开始引入旅游六大要素即:吃、住、行、游、购、娱方面的旅游文化介绍。然后以“海口之旅”、“三亚之旅”为出发点介绍海南独特的热带旅游资源和人文环境;其次以“欢迎词”和“欢送词”的方式囊括了导游员如何接人待物的范例。第二部分以导游词的方式重点介绍海南2A级以上旅游景区景点,以5A级、4A级、3A级和2A级的顺序依次排列。第三部分以景区景点的类别为单位向读者介绍精选的部分海南著名旅游景区。

本书涉及的各旅游景区景点的导游词内容丰富生动,并配有彰显其特色的图片,融故事、神话、历史和风光的介绍为一体,主要突出了知识性、趣味性和可读性。为了方便读者使用,本书在编写过程中一方面特别注重语言的口语化和亲和力,另一方面将所有的导游词都应用了英汉对照形式,但却不是传统翻译中的字句对等互译,而是旨在追求交际目的,实现语言沟通功能、意义上的一致。本书既可作旅游从业人员提升旅游英语水平的旅游用书、各大专院校培养英语导游员的教学用书,也可作国内外旅游爱好者们业余时间了解海南旅游风貌的自修用书。本书还有一个突出的特色就是实用性强,本着“实用为主,够用为度”的原则,紧密结合行业的需要和发展,在语言内容方面形成了一个梯度,既相互衔接,又有侧重点,力求最大限度地向导游员们提供在未来工作岗位所需要的导游专业英语知识和技能,培养他们的英语交际能力,以适应海南国际旅游岛建设的需求和导游人才培养的要求。

本书参编人员均来自海南琼州学院。主编、副主编分别是外国语学院和旅游管理学院的一线教师。其他参编人员均是外国语学院的本科学生,排名如下:李宗桦、陆萍、薛晨、崔俊琪、彭哲、黎裕、马君勤、王敏、候文好、郝亚男、魏建晶、孙艳丽、邓若诗和汤淡。本书在编写的过程中除了参考网络能够收集到的与海南旅游相关的内容外,还参考部分与海南旅游英语和导游业务相关的书籍和文献资料,重新收集整理并翻译,弥补了原编著《国际旅游岛背景下的旅游英语》中的局限和不足。为此,将提供相关资料的具体网站和参考书目一并列入书后,以致谢忱。

本书以导游词的方式介绍了海南丰富的旅游自然资源和美丽的风光,东西南北,包罗万象,希望能为海南国际旅游岛的旅游文化传播添砖加瓦。同时,由于本书收录内容涉及面较宽,有些景区景点尚处于更新和建设中,有关其信息的描述难免与现实情况有所出入,若有疏漏和不尽如人意之处,敬请各位专家、同行及广大读者们不吝赐教,以便使本书内容在修订再版时更加完善成熟。



本书在编写的过程中主要得到了海南省民族研究基地 2012 年招标科研课题专项经费资助，同时也得到了三亚市科技工业信息化局的支持，还得到了相关方面领导的大力支持和帮助，在此一并表示衷心的感谢。

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Part I

Tourism Information

旅游之路



Hainan International Tourism Island
海南国际旅游岛

Hainan International Tourism Island

海南国际旅游岛

1. A Glimpse of Hainan International Tourism Island

海南国际旅游岛简介

Hainan International Tourism Island refers to Hainan Province, which is called Qiong for short. This shortened name derives from the Chinese word Qiongzhou in the Tang Dynasty some one thousand years ago. It is China's southmost province, with the Qiongzhou Strait on its north. There it directly faces Leizhou Peninsula across the Beibu Gulf. While it is China's smallest province with respect to land area, it has a longer coastline and is surrounded by more sea than any other province.



Hainan Province is China's only province with a tropical ocean. It also covers 42.5 percent of the country's tropical land area. The average temperature on the island is 23.8 degrees centigrade. The high monthly average temperature is 25–29 degrees centigrade in July and August, with the January and February low temperatures between 10–24 degrees centigrade. And the sun shines 12 hours of the day. It is a real paradise for northerners to spend their holidays away from the cold winter. Because of the unique natural resources in Hainan, in 2010 the central government made a decision that Hainan Island will be built into an International Tourism Island.



Cultures and Customs

Hainan has got a long history. It is the second largest island after Taiwan Island in China. Hainan has been called Immigration Island because its inhabitants come mainly from the mainland and everyone living here belongs to different ethnic groups that settled down here at different times. Indeed some 30 ethnic groups live in harmony on the island. Han people form

the most numerous group, and they and the Li, Miao and Hui ethnic minorities have been living on the island for several generations.



Among the ethnic minorities, the Li people are the earliest and most numerous of Hainan's migrants. The Wuzhishan Mountain area is the main area inhabited by the Li nationality aborigines, and they have been living there and developing their cultures and customs for more than 3,000 years. They also have their own spoken language but use Chinese characters

as their written script. The Li people are hard workers and have mainly supported themselves through farming; however, starting in the Tang and Song Dynasties, they also established a family handicraft industry. Their most notable product is "Li cloth", which is famous both at home and abroad. Now their villages and way of life have become distinctive tourist attractions.

The Miao people form Hainan's second largest ethnic minority. Their number totals 60,000 and they mainly live in mountainous parts of Qiongzong and Baoting autonomous counties. The Miao People are said to have originally lived in the mountainous areas of Guangxi, Guizhou and Hunan provinces. The Miao people have kept their rich traditions in attire and enjoy their traditional five-colour glutinous rice. The Miao people are accomplished singers and dancers.

The Hui people are one of other major ethnic groups in Hainan Province. They settled on the island and have a long history living here. They are concentrated mainly in Sanya Fenghuang Town at the very southern end of the island. Their number totals more than 7,000. The Hui people have retained their Islamic faith and customs and gather together every year to celebrate their traditional Islamic Guerbang feast.

Hainan is not only a place of immigrants, but also a place of emigrants as well. In fact, Hainan has become one of the three famous sources of Chinese emigration, with some 3 million overseas Chinese hailing from the island, a figure exceeded only by Guangdong and Fujian Provinces. People from Hainan can be found in 59 countries and regions throughout the world; half of them have migrated to Thailand, Singapore, Malaysia and other Southeast Asian countries.



Hainan's blend of regional cultures and customs, along with the island's special local festivals, has created a truly unique and unforgettable experience for anyone who has come to visit the island.



Local Festivals

The different ethnic groups on Hainan Island live together in harmony. The ethnic minorities not only enjoy the major traditional Chinese festivals such as Spring Festival, Dragon Boat Festival and Mid-autumn Festival, but also have their own festivals as well. For example, the Sanyuesan Festival is the local Li and Miao festival. It is celebrated in the spring, on March 3rd (the lunar calendar) and provides unmarried young people an



opportunity to find their loved ones. On that day the young boys and girls from nearby settlements get together in bright and attractive clothing. They hold hands and sing songs, do Bamboo Pole Dancing, and have their dates in houses that are shaped like boats. The ladies wear “canister-skirt” and both they and the men eat rice cooked in a bamboo-pipe and drink homemade Shanlan wine. Some other festivals include the Flower Exchange Festival in Fucheng Town and Folk Songs Competition Festival in Danzhou during the Mid-autumn Festival and so on.

Several modern festivals aimed solely at tourists have been established since Hainan became a province in 1988. These include the Nanshan Longevity Culture Festival, Sanya International Wedding Ceremony, and Hainan Island Carnival. The last festival is an annual comprehensive international public festival held by the government and the Tourism Bureau of Hainan every November. It originated in 2000 as part of nationwide efforts to promote “Hainan International Tourism Island of China”. The Hainan Carnival has become one of the biggest and most enjoyable and joyful festivals, not only for the people in Hainan, but also for Chinese and foreign tourists visiting the island as well. During the many festivals staged on Hainan, such as the Miss World / Universe beauty pageant, the participants, including internationally famous film stars, share their happiness with the local people and tourists.

Finally, even some foreign holidays such as the Valentine’s Day, the April Fool’s Day and Christmas are now celebrated by the local people.

Tourism Resources

Hainan Island is shaped like a pyramid. High mountain peaks dominate the center of the island.



The central mountains include the famous Wuzhishan Mountain with a height of 1,876 meters, which is 300 meters higher than Shandong’s best-known Mount Tai. Wuzhishan is surrounded by more than 600 other tall peaks with valleys, plains, rivers and lakes interspersed among them. Hainan’s topography is so complicated that supernatural and peculiar tropical physiognomy exists in its rainforests. The island has a wide variety



of ecosystems, including forests, grasslands, estuaries, mangrove swamps, coral reefs, bottomland, everglades, lagoons and so on. More than 50% of the island is covered by forests. Thus when viewed from outer space, the whole land looks like a jungle-covered mountain with rivers and valleys here and there.



Situated at the same latitude as Hawaii, Hainan Island has the heaviest rainfall of any place located at this latitude in the world. The island is blessed with abundant sunshine and warmth, giving a spring-like climate all year round. Tropical crops such as rice, sugarcane, palm oil, cinnamon, sisal, betel nuts, coffee, tea, sweet potatoes, groundnuts and tobacco can flourish all year round. At all times and in all places, the flowers are in full bloom and the birds are singing

in the trees. Hainan Island is rich in biological resources, such as pleasant seas, attractive beaches, rivers, mountains, and the virgin forests. It has long been called the “Natural Greenhouse”, “Hot Spring Island”, “Tropical Orchard”, and “Ever-blooming Garden”. Hainan is well known for the sheer variety of its tropical fruits which include coconut, jackfruit, pineapple, mango, lychee, longan, banana, rambutan, naseberry, durian, papaw, olive, guava fruit, wampee, Chinese gooseberry and so on. The virgin tropical rain forests are also home to more than 4,600 kinds of fascicular plants, of which more than 600 kinds are local species found only on Hainan Island. The island boasts some 560 vertebrates animal species, many of which are endangered or on the verge of extinction elsewhere in the world. Some 37 are amphibians, and 11 of them are found only on Hainan Island. Altogether there are 134 rare animal species and 344 rare bird species on Hainan Island that are under state protection. Thus Hainan can also be seen as a key storage house for rare animal species and their genes. Only in Hainan can you have the kind of feeling that time flies backward and really appreciate just how broad and mysterious nature can be. With its tropical ocean climate, many beaches, rare living creatures and clean fresh air, Hainan is becoming a popular resort site both at home and abroad.



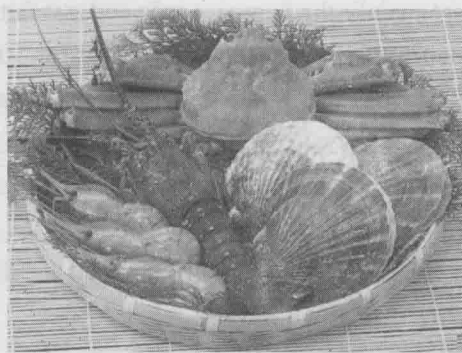
Hainan Cuisine and Local Snacks

Ordering “Chinese food” when visiting Hainan International Tourism Island of China can be an overwhelming task. Chinese cuisine culture has a long history, and since ancient times there are eight traditional Chinese cuisines: Shandong cuisine, Sichuan cuisine, Fujian cuisine, Zhejiang cuisine, Hunan cuisine, Jiangsu cuisine, Cantonese cuisine and Anhui cuisine. During the time of their visiting Hainan International Tourism Island, visitors will soon discover that



Hainan Island is the perfect place to savour all of these and even more.

Hainan is attractive to many tourists not only for its beautiful natural scenery, but also for its excellent food. Food in Hainan, especially the seafood, is featured by its freshness, richness and reasonably low prices. Although celebrated for its super fresh and inexpensive seafood delights, Hainan is also noted for its “Four Best-known Dishes”—Wenchang Chicken,



Jiaji Duck, Dongshan Mutton and Hele Crab. The special cuisine of Hainan, prepared with local products, is known far and wide, and deservedly so. Qiongzhou Coconut Milk Dish and Hainan Chicken in Coconut Milk have won gold and silver medals in culinary competitions. Other favorites and “must-try-dishes” include Qiongzhou Coconut Pot, Coconut Milk Chicken, Lin’gao Roast Porket, Qukou Seafood, Plum Blossom Trepang, Sea-ears, Lobster, Wanquan Carp, Mountain Beef, Salt Red Fish, Nada-flavor Meat, Li People Sweet Ale, Bamboo Shaft Rice, Five-color Glutinous Rice, Hainan Vermicelli, Hainan Chicken Rice, Hainan Glutinous Rice Dumpling, Hainan Chaffy Dish, Coconut Sticky Rice Cake and Dongshan Pancakes. Hainan is also the right choice for vegetarian dishes, Japanese, Korean and western cuisine and a wide assortment of tropical fruits including coconut, mango and litchi.

The seafood on this tropical island is superb. Some people from Beijing and other areas would fly to Hainan just for a day of seafood and they would say that their air tickets cost no money considering the prices they will pay for the same meal in their hometown. Next we would like to invite the tourists from domestic and abroad to enjoy the famous dishes in Hainan.



Wenchang Chicken: Wenchang is a city in Hainan. Therefore, from the name Wenchang Chicken, we can know it is the most famous dish here. The dish is known in and outside China. It is the first of the four famous dishes and one of the best kinds of chicken in China. In Hainan it is often said that it doesn’t become a party if there isn’t Wenchang Chicken.

The reason why Wenchang Chicken is special is that the key of this dish is the main material—the chicken. It is quite different from the traditional chicken which is raised by rice. It is a type of free-range chicken, fed with particular food and it is not large. This variety of small, fleshy chicken

