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Unit 2

文化与旅游

Culture and Tourism

Section I

单句口译

Sentence Interpreting

汉英翻译 Chinese-English Interpretation

1. 旅游是一项集观光、娱乐、健身于一体的愉快的活动。
2. 中国历史悠久、山川壮丽，旅游资源十分丰富。
3. 2025年7月，在法国巴黎召开的联合国教科文组织第47届世界遗产大会通过决议，将我国申报的“西夏陵”列入《世界遗产名录》。至此，中国世界遗产总数达到60项。
4. 如今，旅游业在中国持续快速发展，已成为一个富有勃勃生机和巨大潜力的新兴产业。
5. 丝绸之路是一条横贯亚洲、连接欧亚大陆的古代陆上商贸通道。今天，古老的丝绸之路沿线的众多历史名胜、文化古迹、壮丽的自然风光和多姿多彩的风土人情仍然吸引着成千上万来自世界各地的游客。

英汉翻译 English-Chinese Interpretation

1. Australia is a land of exceptional beauty. It is the world's smallest continent and largest island, and a relatively young nation established in an ancient land.
2. Juicy mangoes, technicolor sunsets, night-blooming jasmine: Bali is quite possibly the most seductive island on earth. It's also the place for indulgent spa treatments, like floral baths and spice body scrubs.
3. Two million international tourists visit New Zealand each year: That's one tourist for every two locals. Attracted by the country's natural beauty, they also find a thriving urban culture, and a society very much in touch with global trends.
4. Barcelona is the king of Modernism architecture. From 1880 to 1910, architects used themes and shapes from nature in designing their buildings.
5. Yellowstone National Park is one of America's premier wilderness areas with approximately 1000 miles of trails available for hiking.

Section II

对话口译
Dialogue Interpreting

词语预习

Translate the Following Words and Phrases

UNESCO

Intangible Cultural Heritage of Humanity

杀青、发酵、窈制

制茶、泡茶、品茶

《茶经》

传承人

口译实践



Interpret the Following Conversation Alternately into Chinese and English

- A: The item “Traditional tea processing techniques and associated social practices in China” has recently been added to the UNESCO Representative List of the Intangible Cultural Heritage of Humanity, becoming the 43rd Chinese item on the list.
- B: “中国茶”含义丰富,是有关茶园管理、茶叶采摘、茶的手工制作,以及茶的饮用和分享的知识、技艺和实践的全部内容。
- A: Where are the traditional tea processing techniques mainly practiced?
- B: 中国传统制茶技艺主要集中于秦岭淮河以南、青藏高原以东的江南、江北、西南和华南四大茶区。制茶师根据当地风土,运用杀青、发酵、窈制等核心技艺,发展出六大茶类及花茶等再加工茶。
- A: What values are implied in China’s tea culture?
- B: 中国人通过制茶、泡茶、品茶,提升了道德修养。唐朝人陆羽在《茶经》中就将饮茶提升到了精神层面,他认为,喝茶的人是追求“至道”的贤德之士。如今,“烹茶童子”演变成少儿茶艺活动,“萌娃”以茶为媒,学礼悟道,缕缕茶香沁润小小心灵。
- A: How is the China’s tea industry developing?
- B: 在茶文化的带动和促进下,中国茶产业也快速发展。千年前就有茶马古道。如今,走进湖南宝田侗族苗族乡,映入眼帘的是此起彼伏的茶山、茶树,村民因地制宜,实现茶叶外销海外,同时发展旅游业,一举多得,助力乡村振兴。
- A: How is the vitality of intangible cultural heritage reflected in the tea culture?
- B: 非遗的活力,更体现在“存续”与“传承”。中国已经制定了相关保护计划,鼓励传承人按照传统方式授徒传艺,依托院校培养专门人才等措施实施协同保护行动。
- A: In what way does the Chinese tea culture contribute to the world culture?
- B: 中国是茶的故乡,犹如百科全书一般的“中国茶”成为世界非遗,将有助于世界深化对中华优秀传统文化的认知,构建人类命运共同体的文化底蕴。

口译提示

1. ……秦岭淮河以南、青藏高原以东的江南、江北、西南和华南四大茶区。
此处涉及地理概念的翻译，需要保证准确性与规范性，适当辅以解释性翻译。“秦岭”和“青藏高原”是国际公认的地理名称，必须使用标准译法。秦岭可译为Qinling Mountains；青藏高原可译为Qinghai-Xizang Plateau，这是比较标准而且无歧义的译法。中文的“以南”和“以东”在英语中需使用精确的地理方位介词。以南可译为south of，以东可译为east of。
2. ……“萌娃”以茶为媒，学礼悟道，缕缕茶香沁润小小心灵。
此处体现了汉语叠词运用。“缕缕”和“小小”是典型的叠词结构，通过重复单字增强意象的轻柔感、持续感与微小感，体现汉语的音韵美和形象性。汉译英时可采取省略原则，避免字对字硬译。“萌娃”可承前省略，用they替代即可。此处可译为：Via tea, they learn about etiquette, ponder over life philosophy, and have their mind nourished amid the aroma of tea.
3. 千年前就有茶马古道。
“茶马古道”可直译为Ancient Tea Horse Road。另外在译出“千年前”这个信息之外，可适当补充必要信息，帮助听众理解。这句话译为：The Ancient Tea Horse Road was opened thousands of years ago and remained a key transportation route connecting the southwest regions of China and India.
4. ……构建人类命运共同体的文化底蕴。
此处意思比较含混。口译现场无法向发言人求证的情况下，可根据前文的意思，将此处理解为“帮助构建人类命运共同体”，译为better build a community with a shared future for humanity。人类命运共同体这个时政术语，要注意使用官方权威的译法。

Section III

篇章口译

Text Interpreting

课文A 汉英翻译

Text A Chinese-English Interpretation

词语预习

Translate the Following Words and Phrases

绚丽多姿的自然景观
无与伦比
兵马俑
吉祥
自然景观与文化景观完美地融为一体
石刻
缩影

口译实践



Listen to the Recording and Interpret the Following Passage from Chinese into English

在广袤无垠的中华大地上，有着无数绚丽多姿的自然景观。有着五千年文明史的中国是各国人民向往的旅游目的地。中国人民创造了世界上无与伦比的灿烂文化，名胜古迹比比皆是，如古城西安的兵马俑、北京的长城和故宫、杭州的西湖、桂林的山水。

我们这次旅游的目的地是举世闻名的泰山。泰山地处我国山东省的中部，总面积426平方公里，其最高峰海拔1545米。泰山，别称岱宗，为道教圣地，被冠以“五岳之首”。

泰山一直被视为吉祥之地。古代帝王择泰山登临，供以祭品，祭告天地，为国家的繁荣祥和而祈祷。泰山将自然景观与文化景观完美地融为一体。山上有无以计数的奇石、飞瀑、古松、石桥、庙宇、亭阁、古塔、殿堂；文化瑰宝数不胜数，尤其是历代文人雅士书法家所留下的石刻碑文。这一切使得泰山成为东方文化的缩影，令游客目不暇接，叹为观止。

泰山的日出闻名遐迩。登临泰山之顶观看日出已经成为每位游客的愿望。日出景象的壮观是难以形容的。俗话说：百闻不如一见。欢迎世界各地游客来泰山观光。日出的壮观将带给您难以忘怀的感官体验。

口译提示

1. 中华大地
可译为Chinese territory。
2. 名胜古迹
可译为scenic spots and historical sites。
3. 古代帝王择泰山登临，供以祭品，祭告天地，为国家的繁荣祥和而祈祷。
翻译这句话时可调整语序。将“为国家的繁荣祥和而祈祷”的译文作为主句放在句首，而“供以祭品，祭告天地”的译文作为方式状语置于句末，译为：
Ancient emperors prayed for the country's prosperity and peace by offering sacrifices to Heaven and Earth on Mount Tai.
4. 奇石
这里“奇”形容的是石头的形状，不能用strange。“奇石”应译为grotesque rock formation。
5. 历代文人雅士书法家
翻译此短语可增译。“历代文人雅士书法家”指的是古代的名家大师，所以可在“文人雅士书法家”前增加famous ancient两个形容词，这样译文的意思更加明确。
6. 俗话说：百闻不如一见。
这类常用谚语的译法，口译学习者要注意熟记，做到脱口而出。这句俗语在英语中有类似的表达：Seeing is believing.

课文B 英汉翻译

Text B English-Chinese Interpretation

词语预习

Translate the Following Words and Phrases

launch
Approved Destination Status
Tower Bridge
to facilitate
landmark
breathtaking backdrop
Aquatics Centre
Big Ben
bustling diversity
Newcastle
Manchester
Cornwall's Eden project
renowned
package holiday
affordable
venue

口译实践



Listen to the Recording and Interpret the Following Passage from English into Chinese

It is a great pleasure to welcome you all here today, to celebrate the launch of the Approved Destination Status Scheme between China and the UK. Welcoming the first official group of Chinese tourists to the UK is such an important occasion. I even managed to arrange for a banner to hang from Tower Bridge to mark the event!

On July 24 the first group of tourists from China will travel to Britain under the ADS Scheme. This occasion is the result of much hard work and close cooperation between our two governments. The ADS agreement facilitates group tourism from China to the UK, strengthening ties between our two countries. Today I am delighted to announce that our joint preparations are complete and the agreement comes into effect.

And this is a particularly exciting time for visitors to the UK. Britons around the world were overjoyed to learn that London had won its bid to host the 2012 Olympics. London is a winning city: Not only is it the historical capital of Britain, but it is also the modern cultural, entertainment, and business centre of the country.

London's famous landmarks will form a breathtaking backdrop to the Games in 2012, complemented by brand-new facilities in the new Olympic Park, including the Olympic Stadium and the Aquatics Centre.

It is this blend of old and new, ancient and modern, that makes Britain such a unique tourist destination. I stand here today in front of two of Britain's most famous landmarks—Tower Bridge and Big Ben; but Britain today is more than just its rich heritage.

Visitors to the UK can go shopping amongst the bustling diversity of London or Newcastle, view the capital from the London Eye, catch a football match in Manchester, learn about the environment at Cornwall's Eden project, or enjoy a leisurely game of golf in the highlands of Scotland.

In this respect China and the UK share much in common. Both of our countries have long, rich histories. Both of our countries are renowned for their ancient traditions and culture. But both Britain and China today are also dynamic, modern world economies, working together to promote even closer political, cultural, and trade ties. Both of our countries are home to many cultures and many languages. London alone is home to 200 different nationalities, and over 300 languages are spoken there. This is part of what makes Britain such a diverse and exciting country, and what makes every visitor feel welcome.

It is fitting that, in the year we celebrate the first groups of ADS tourists from China to Britain, we are also celebrating the 150th anniversary of the first package holidays, which were devised by an Englishman—Thomas Cook. His first package holidays from Britain to China took a full eight months, and cost about 175,000 RMB in today's money. Happily today, Britain is rather a lot closer to China, and a lot more affordable, thanks to a great extent to the excellent services provided by travel agents and airlines from our two countries. I am delighted to see so many of these organizations represented here today.

I would also like to take this opportunity to thank Visit Britain for their excellent work in promoting Britain as a favoured tourist destination here in China, and for their efforts in bringing you all here today. A heartfelt thanks as well to Liu Zhenbin, Manager of World Park, in providing us with this unique venue for our event. I feel quite at home!

I would now like to invite representatives from our first ADS tour group to the front, and to present them with a small gift, courtesy of British Airways, to welcome them to Britain.

口译提示

1. Welcoming the first official group of Chinese tourists to the UK is such an important occasion.
occasion既指某事发生的“时刻；时候”，也指“重要的社交活动/场合”。这里occasion译为“时刻”比较妥当。而在This occasion is the result of much hard work and close cooperation between our two governments这句话中，occasion则不必译出。
2. ...London had won its bid to host the 2012 Olympics.
win its bid to host...译为“赢得……的主办权”。
3. London is a winning city...
winning的字面意思是“胜利的”，但在此处应根据下文的意思把它转译为“令人向往的”更符合原文的意思。
4. London's famous landmarks will form a breathtaking backdrop to the Games in 2012, complemented by brand-new facilities in the new Olympic Park, including the Olympic Stadium and the Aquatics Centre.

landmark有两层含义，一是指“地标；路标”，二是指“里程碑；重大转折”，本文取的是它的第一个意思。因其前面有famous修饰，所以译为“名胜古迹”符合原文的意思。complemented by...是过去分词短语做状语，用于补充说明。

5. But both Britain and China today are also dynamic, modern world economies...

翻译的关键是将economy这一抽象名词具体化，译为“经济大国”。

6. Both of our countries are home to many cultures and many languages.

be home to是一个非常地道且常用的表达，按字面直译成“是……的家”显得生硬，需要根据中文的表达习惯来灵活处理。这个短语经常表示“是……的所在地/发源地/聚集地”，强调某个地方与特定事物（如文化、物种、公司等）之间的紧密联系，译为“拥有”比较稳妥。

7. It is fitting that, in the year we celebrate the first groups of ADS tourists from China to Britain, we are also celebrating the 150th anniversary of the first package holidays, which were devised by an Englishman—Thomas Cook.

处理英语长句要注意弄清句子结构，然后根据具体情况采取不同的译法。该句可以分为四个部分：一是主句框架，即It is fitting that we are also celebrating the 150th anniversary of the first package holidays。这是一个由It做形式主语的句型，真正的主语是后面的that从句。这种结构常用于表达评价、判断或感受，使句子显得更平衡、正式。二是插入状语，即在the year we celebrate the first groups of ADS tourists from China to Britain这个介词短语做状语，插在that和主语从句之间，点明了庆祝活动发生的具体时间背景。其本身也包含一个定语从句we celebrate...，用来修饰the year。三是主语从句，即由that引导的主语从句we are also celebrating the 150th anniversary of the first package holidays是句子的核心信息，说明了“我们正在做什么”。四是定语从句，即which were devised by an Englishman，这是一个非限制性定语从句，由which引导，对前面的the first package holidays进行补充说明，添加了历史背景信息。这个长句体现了英语形合结构和主谓结构的特点。口译时一般采用倒译的方法，把that从句后面的成分先译出来。译文的框架可处理为：在（某个特定背景下），我们（做某件事）是正合时宜的。

Section IV

口译练习

Interpretation Practice

听与记

Listening and Note-Taking Practice

词语预习 Vocabulary Preparation

Bristol 布里斯托尔

leak onto 延伸到

superb 极佳的

听力笔记 Listen to the Recording and Take Notes While Listening

内容复述 Retell the Major Parts of the Passage

段落视译

Sight Interpretation

汉译英 Chinese-English Interpretation

古往今来，旅游一直是人们增长知识、丰富阅历、强健体魄的美好追求。在古代，中国先哲们就提出了“观国之光”的思想，倡导“读万卷书，行万里路”，游历名山大川，承天地之灵气，接山水之精华。新中国成立后特别是改革开放以来，中国政府高度重视旅游工作，旅游业持续快速发展，已经成为一个富有蓬勃活力和巨大潜力的新兴产业。目前，中国入境旅游人数和旅游外汇收入跃居世界前列，出境旅游人数迅速增加，已经成为旅游大国。

Section V

词汇扩展

Vocabulary Development

文化和旅游部	Ministry of Culture and Tourism
中国旅游集团	China Tourism Group
旅行社	travel service/agency
团体旅游	group/party tour
自然景观	natural scenery
人文景观	place of historic figures and cultural heritage
旅游景点	tourist attraction/sight/destination; scenic spot
名山大川	famous mountains and great rivers
承德避暑山庄	Chengde Mountain Resort
蜜月度假胜地	honeymoon resort
古建筑群	ancient architectural complex
敦煌莫高窟	Dunhuang Mogao Grottoes
秦始皇陵	Emperor Qinshihuang's Mausoleum
布达拉宫	Potala Palace
峨眉山和乐山大佛	Mount Emei and Leshan Giant Buddha
水榭	waterside pavilion
莲花池	lotus pond
佛教圣地	Buddhist sacred land
琉璃瓦	glazed tile
护城河	moat
御花园	imperial garden
出土文物	unearthed cultural relics
甲骨文	inscription on bones or tortoise shells
青铜器	bronze ware
青瓷	celadon
陶瓷	ceramic
陶器	pottery; earthenware

泥塑	clay sculpture
檀香扇	sandalwood fan
手工艺品	artifact; handicraft
刺绣	embroidery
挂毯	tapestry
唐三彩	tri-colored glazed pottery of the Tang Dynasty
金石印章	metal and stone seal
字画卷轴	scroll of calligraphy and painting
国画	traditional Chinese painting
山水/水墨画	landscape/ink painting
文房四宝	Four Treasures of the Study (brush, ink, paper, and inkstone)
工艺精湛	exquisite workmanship
湖光山色	landscape of lakes and hills
景色如画	picturesque views
诱人景色	inviting views
青山绿水	green hills and clear waters
园林建筑	garden architecture
令人心旷神怡	soothing and relaxing vista
广袤无垠的中华大地	boundless expanse of the Chinese territory
如诗如画	poetic and picturesque

Section VI

口译听辨(1)——意群切分

Listening Comprehension (1) — Sense Group Division

一、以大的组块作为理解单位

在口译过程中,译员如果以语音或词汇作为理解单位,那么口译将无法完成。若要保证准确高效的翻译,译员应该以意群为单位,也即以组块的方式感知信息。意群是由若干词汇或短语甚至单句组成的,含有一个语义核心,能够被一次性听懂或读懂的一个语义束。意群虽然是意义单位,但我们在进行听辨时可以感知其外形标记,如衔接词、停顿等。其中停顿是言语表达必备的意群标记。在听辨源语时,尤其当语言为英语时,口译学员有必要养成以意群为单位的听辨习惯,这样我们能够更好地把握源语的发布节奏,更容易跟上发言人的源语发布。另外,一个意群往往相当于一个信息单位,以意群为单位进行听辨能帮助我们提高理解速度和准确率。

二、技能训练

Listen to the recordings of the following sentences and then try to remember them in larger chunks.

1. Eco-tourism focuses on local cultures, wilderness adventures, volunteering, personal growth, and learning new ways to live on our vulnerable planet. It is typically defined as travel to destinations where the flora, fauna, and cultural heritage are the primary attractions.

2. Knowledge of other cultures and cultural expressions contributes to stimulating dialogue between individuals and nations. Our art and culture have been formed and developed through interaction, partly between the regional cultures of different areas of the country and partly with impulses from outside the border.
3. Increased contacts and exchanges make us realize we need more insight into the many aspects of your culture: your history, art history, philosophy, and not least the Chinese language. We wish to increase our knowledge about the great cultures of Asia which give the world major religions, philosophical thoughts, and the most advanced civilizations.
4. Today, science and information are opening up new horizons for human development. They do so through the exchange of scientific knowledge, the expansion of education and training, and the promotion of creativity and intercultural dialogue.
5. Science education does not take place only in universities and institutions of higher education. An early start must be made if we are to increase the numbers of students who are interested in pursuing a scientific career.
6. London itself is a living museum, with more than 2000 years of history and culture. But it also boasts one of the greatest concentrations of significant museums of any city in the world.
7. Traditionally, preserving cultural heritage has meant conserving historic buildings, monuments, and works of art. But starting in the 1960s, thanks to a growing appreciation of diverse cultures and modes of cultural expression, the preservation of cultural heritage has expanded to encompass so-called intangible cultural expressions such as music, language, and dance.
8. The preservation of intangible cultural heritage continues to shape national and international cultural discussions, practices, and protocols. Diverse voices are heard and more forms of expression are included. Worldwide cultural preservation is becoming more inclusive, democratic, and open.
9. Today we can no longer afford to view our neighbors through a purely domestic lens. Our world has never been so small or so flat, thanks to technologies that have altered our relationship with time and space in ways that would startle even Albert Einstein.
10. The world is colorful and diversified. People of different countries have traversed different roads of historical development. Each nation with its own cultural background, social system, and values, will continue to lead a life in its own way. This diversity is the very reason why the world is full of competition, vigor, and innovation.
11. Tourism is changing rapidly as nature, heritage, and recreational destinations become more important, and as conventional tourism is forced to meet together environmental requirements. Successful tourism must benefit local population economically and culturally to give them incentives to protect the natural resources which create the attraction.
12. Historically, visitors often referred to Yellowstone National Park as wonderland, and that may be even more appropriate today. However, there are also dangers inherent in wilderness, including unpredictable wild animals, changing weather conditions, remote thermal areas, cold water lakes, turbulent streams, and rugged mountains.

13. Results released by our research center indicate that China will enjoy the fastest tourism development in future. In the past 10 years, tourism in China has boasted an annual growth rate of 10%, which has generated numerous job opportunities. The fact that tourism business can provide job opportunities in the fastest manner and shortest period means it will support development of the West in China.
14. The Rio+20 United Nations Conference on Sustainable Development emphasized that well-designed and well-managed tourism can make a significant contribution to the economic, social, and environmental dimensions of sustainable development.
15. Hong Kong is renowned as a shopping and dining paradise. Our Quality Tourism Services (QTS) Scheme, operated by the Hong Kong Tourism Board, aims to provide our visitors with information on shops and restaurants that offer quality service. Indeed, participants of this scheme have grown from about 1000 retail and dining outlets in April, 2000, to over 6400 outlets today. They are very easily recognizable by their large “Q” on the front. So visit shops with “Q” and service quality is guaranteed.
16. To stay ahead in the global competition, not only do we need new tourist attractions and effective promotions, but we must also deliver professional, first-class service. Tourism is a people’s business, so we must not underestimate the importance of word of mouth. We must continue to be vigilant in maintaining the best quality of service and in protecting our consumer rights. The key is to enhance tourists’ access to information and provide our tourists with an effective complaint-handling mechanism.
17. Discussing the development of tourism is pleasant, but certainly not an easy task. I think you will all agree that tourism is an important sign of the European way of life and welfare and equally an important economic activity with a significant potential to generate sustainable growth and employment. Already today tourism indirectly generates more than 10% of the European Union’s GDP and provides about 12% of all jobs.
18. China’s tourism sector is set to solidify its position as a global leader, driven by policy innovation, digital transformation, and consumer-focused trends. This will ensure long-term sustainable growth and deliver world-class travel experiences for both domestic and international visitors.
19. Our strive for excellence will guarantee our competitiveness in the future. Europe will always be more expensive than most of the other destinations in the world. It is an economic logic which we should not try to challenge. What we should do is to aim at providing value for money. Our destinations must simply be the best, the most attractive, and able to offer a product which will convince both Europeans and non-Europeans to spend holidays in Europe and to become repeaters.
20. Once, America knew China only by its history as great and enduring civilization. Today, we see a China that is still defined by noble traditions of family, scholarship, and honor. And we see a China that is becoming one of the most dynamic and creative societies in the world as demonstrated by all the knowledge and potential right here in this room.