

**UNIT**

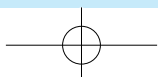
**1**

# Marketing and Preliminary Work

## Unit Objectives

After studying this unit, you are able to:

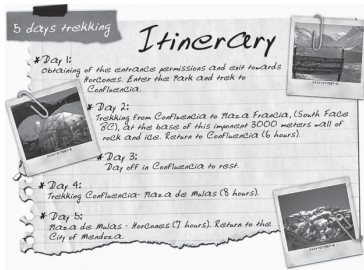
- design a tour itinerary
- introduce a tour itinerary and its relevant service
- get familiar with the tour reception plan
- reconfirm the reservation with the hotels, restaurants and so on





# Warming-up

**Task 1** Being a tour guide, you should know what to prepare before meeting the tourists for the first time. Match each picture with its corresponding description.



**A** \_\_\_\_\_

**B** \_\_\_\_\_

**C** \_\_\_\_\_

- (1) Get familiar with the itinerary.
- (2) Call the tour bus driver to confirm the time of picking up tourists and call to confirm the reservation with the hotel.
- (3) Get familiar with the basic information of the tourists and learn about the country from which they come.

**Task 2** Decide whether the following statements are about an operator's responsibilities in a travel agency. Write T if it is, and F if it is not.

1. ( ) Make arrangements for transportation, hotel accommodation, car rental, etc.
2. ( ) Help clients make the best possible travel arrangements.
3. ( ) Provide information about customs regulations, required documents and currency exchange rates.
4. ( ) Prepare the guide badge, cash and the tour plan for the local tour guide.
5. ( ) Provide tourists with information about their destinations, such as the weather conditions and local customs.
6. ( ) Help tourists purchase foreign currency.



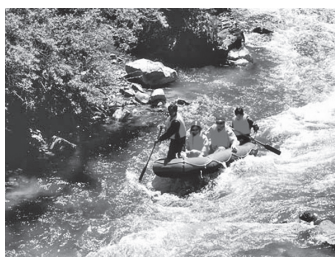
# Reading A

**Task 1** Match each type of tourism with its corresponding picture. Try to describe them in English briefly.

Cultural tourism

Adventure tourism

Agritourism



a



b



c

## Trends of Domestic Tourism in China

China's domestic tourism started in 1978 and has made great progress. In recent years, in order to meet the increasing needs of tourists, many different types of tourism have appeared in China. While visits to cultural heritage sites were very popular with domestic tourists in the 1980s, tourism based on folk traditions, recreation and business activities started to appear in the 1990s. As increasing numbers of tourists aspire to ever new travel experiences, niche markets continue to emerge centered around sport, adventure and ecological protection, and large theme parks, such as the Splendid China and Window of the World in Shenzhen, are booming.

Within the next five years, according to the Analysis and Investment Consulting Report on China Tourism Industry (2011-2015), the following types of leisure activities will be made available: ecotourism, golden-week package holidays, red tourism, hot spring Spa, driving holidays, rural experiences and visits to theme parks.

Furthermore, an expert analyzed that the golden-week vacation and city-based tourism trend would become more prominent, and self-driving

would further increase and promote the golden-week passenger flow.

Ecotourism is also one of the fast-developing trends of tourism. It strives to minimize the effects of tourism on the environment while offering tourists insights into the lives of local people. As large numbers of visitors have a major effect on village infrastructure and environment tour groups are kept small, and energy efficiency and water conservation are carefully managed. The aim is to leave, for future generations, an environment unspoiled by human activity whilst providing economic opportunities for the local people.

As "carbon guilt" sets in and the cost of flying increases, tourists no longer feel entirely comfortable boasting about their overseas vacations. The "why" and "how" of travel is likely to become more important so alternatives will be looked for. For example, a low-carbon tourism zone has been established in Miyun County, north of Beijing, which is claimed to be the first of its kind in China. In the zone, energy consumption is minimized so, for example, instead of large energy-guzzling hotels, village inns are encouraged to adopt solar power to



reduce the carbon impact of tourism.

As the economy continues to grow in China, domestic tourism will expand. It is predicted that, in the future, tourism based on industrialization,

agriculture, and science and technology will provide increasingly diverse holidays for domestic tourists. New products such as timeshares, cruises, exhibitions and conventions will see rapid development in China.

**Task 2** Complete the following table according to the passage.

Time periods	Types of tourism
In the 1980s	Visits to 1. _____ were very popular.
In the 1990s	Tourism based on 2. _____, recreation and business activities started to appear.
From 2011 to 2015	3. _____, 4. _____, red tourism, hot spring Spa, driving holidays, rural experiences and 5. _____ will be made available.

**Task 3** Decide whether the following statements are true (T) or false (F) according to the passage.

- 1. Ecotourism was very popular among the early domestic tourists during the first decade after 1980s.
- 2. In the future, tourism based on industrialization, agriculture, and science and technology will provide many different types of holidays for domestic tourists.
- 3. A low-carbon tourism zone has been established in Shenzhen.
- 4. Niche markets have emerged as more and more tourists want to try new travel experiences.
- 5. Tourists no longer feel entirely comfortable about their overseas vacations because they lose their interest.

**Task 4** There are many different types of tourism around the world. Please give the definitions of the following types after surfing on the Internet.

Types of tourism	Definitions
Nautical tourism	
Dark tourism	
Culinary tourism	



# Listening

**Task 1** Joe Smith is a sales manager of the American Express Travel Agency. He is calling Lily of Kunming CTS to book a tour. Listen to the conversation and fill in the blanks with what you hear.



**Lily:** Hello, this is Kunming CTS. Can I help you?

**Joe Smith:** Hello, is that Lily speaking? This is Joe Smith from the 1. \_\_\_\_\_ Travel Agency.

**Lily:** Hello, Joe. Yes, this is Lily speaking. I'm glad to hear from you again.

**Joe Smith:** We have a group of tourists who want to travel to Kunming. Could you please send me a 2. \_\_\_\_\_ itinerary and 3. \_\_\_\_\_?

**Lily:** Sure. When do they want to come to Kunming?

**Joe Smith:** At the end of this month. They want to spend three days in Kunming.

**Lily:** Well, three days is enough to see the sights in Kunming, but it's a pity that they won't have time to visit Dali and Lijiang! It's so beautiful there, especially at this time of year.

**Joe Smith:** That's really a pity!

**Lily:** What level of hotel do they want?

**Joe Smith:** 4. \_\_\_\_\_ if possible.

**Lily:** And how much for meals?

**Joe Smith:** 25 *yuan* per head per meal. They can pay extra if they want to try the local 5. \_\_\_\_\_.

**Lily:** OK, I see. I'll send you a fax as soon as possible.

**Joe Smith:** Many thanks for your help.

**Lily:** You're welcome.

**Task 2** Lily is calling Joe Smith to confirm receipt of the fax. Listen to the conversation and decide whether the following statements are true (T) or false (F).



- 1. Mr. Smith hasn't received the fax from Lily.
- 2. The tourists want to cancel the rest of the tour to Guangzhou.
- 3. The tourists will visit Dali, Lijiang and Guilin.
- 4. The tourists prefer to stay in Chinese style hotels.
- 5. The tourists will have a seven-day tour in Yunnan.



**Task 3** Joe Smith is calling Lily for further information about where to visit in Yunnan. Listen to the conversation and answer the following questions.



1. What do the tourists think of the itinerary provided by Lily?

\_\_\_\_\_

2. What's the other name of the Green Lake Park?

\_\_\_\_\_

3. How much does *The Impression of Yunnan* cost for each guest?

\_\_\_\_\_

4. Who is the director of *The Impression of Yunnan*?

\_\_\_\_\_

**Task 4** Peter is the assistant of Joe Smith. He is talking with Lily about some details of the itinerary. Listen to the conversation and choose the best answer to each of the following questions.



1. How many meals will the tour group have?

A. 20.

B. 14.

C. 12.

D. 10.

2. How much should each tourist pay for the tour, excluding the tickets for the show?

A. About \$500.

B. About \$620.

C. About \$428.

D. About \$120.

3. Which of the following must be paid by the tour leader?

A. Breakfast.

B. Tickets for the scenic spots.

C. Dinner.

D. The ticket for *The Impression of Yunnan*.

4. How will the tourists go to Dali from Kunming?

A. By train.

B. By coach.

C. By air.

D. By ship.

**Task 5** Joe Smith has left a voice message for Lily. Listen for the message and fill in the blanks with what you hear.

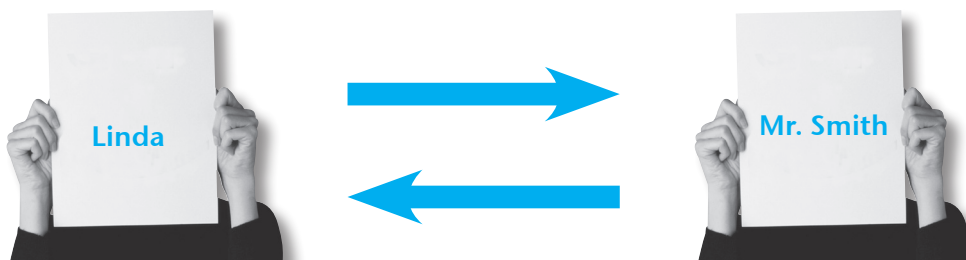


Lily, this is Joe Smith. Please reserve a seven-day Yunnan highlight tour for 21 tourists, including one 1. \_\_\_\_\_, from August 26 to 2. \_\_\_\_\_ as per your itinerary Number AF397/2010. We need ten 3. \_\_\_\_\_ and one single room booked in 4. \_\_\_\_\_ according to your proposed route. For your reference, the name of the tour group is AETA8261012. Please confirm this reservation once 5. \_\_\_\_\_ have been accepted. Thank you very much for all your assistance.



# Speaking

**Task 1** Work in pairs. Mr. Smith, the sales manager of STA Travel, is calling Linda, the operator of Sichuan CYTS, for travel information. Practice making a conversation with reference to the expressions below.



- ☆ This is... Can I help you?
- ☆ How long will the tour group stay here?
- ☆ What kind of scenery will the tourists be interested in?
- ☆ It covers almost all the beautiful places in Sichuan, including...

- ☆ Hello, is that...? I'd like to know some travel information about...
- ☆ I think they'd be interested in...
- ☆ How about the price?
- ☆ Can you send me an itinerary in detail?

**Task 2** Work in pairs. Mr. Smith is calling Linda again for more travel information. Practice making a conversation according to the information below.



Mr. Smith	Linda
The quotation	The quotation may vary in different seasons.
The charge for children	Child below 12 is charged half of the price for an adult.
The best season to visit Jiuzhaigou	October.



**Task 3** Work in pairs. Suppose you are an operator of a travel agency and is now answering questions from a client. Practice making a conversation according to the instructions below.



 <b>Client</b>	 <b>Operator</b>
<p>Greet.</p> <p>Ask about the quotation of a certain itinerary.</p> <p>Ask about the standard of accommodation and meals.</p> <p>Express thanks.</p>	<p>Greet.</p> <p>Give the quotation and explain the price is low in the off-season.</p> <p>Give detailed information about accommodation and meals.</p> <p>Express a wish for pleasant cooperation.</p>

**Task 4** Work in pairs. An operator is answering a client's questions about a seven-day tour program to the north of China. Practice making a conversation according to the instructions below.



 <b>Client</b>	 <b>Operator</b>
<p>Want to travel to the north of China.</p> <p>Ask about the most famous scenic spots in those cities.</p> <p>Ask about the quotation.</p> <p>Book the tour and express thanks.</p>	<p>Recommend him/her to travel to Dalian, Shenyang and Changchun.</p> <p>List some famous scenic spots.</p> <p>Give the quotation.</p> <p>Express good wishes.</p>





## Reading B

### Itinerary

Eight days' tour—Kunming, Dali and Lijiang

Dates	Destinations	Activities & Hotels	Meals Included
June 2, 2011	Kunming	Fly to Kunming. <b>Empark Grand Hotel (5-star)</b>	<b>D</b>
June 3, 2011	Kunming, Dali	Visit Three Pagodas of Chongsheng Temple; Then go to Dali Ancient City, and visit magnificent towers, winding lanes and historical monuments there. <b>Regent Hotel (5-star)</b>	<b>B, L, D</b>
June 4, 2011	Dali, Lijiang	Drive to Lijiang; Visit Bai Ethnic Village and buy ethnic handicrafts, like jewelery and stone carvings; After lunch, visit Black Dragon Pool; In the evening, watch the show <i>The Impression of Lijiang</i> . <b>Guanfang Hotel (Garden Villa) (5-star)</b>	<b>B, L, D</b>
June 5, 2011	Lijiang	Visit Jade Dragon Snow Mountain and take a cable car to its peak; Back down to White Water River. <b>Guanfang Hotel (Garden Villa) (5-star)</b>	<b>B, L, D</b>
June 6, 2011	Lijiang, Kunming	In the morning, visit the famous Lijiang Ancient Town; In the afternoon, fly back to Kunming; In the evening, watch a Naxi Ancient Music performance. <b>Empark Grand Hotel (5-star)</b>	<b>B, L, D</b>
June 7, 2011	Kunming	In the morning, visit Xishan and take a cable car up to the Dragon Gate; Get a bird's-eye view of Dianchi Lake; Fly back home.	<b>B, L</b>



**Task 1** The following are the aspects that may be included in an itinerary. Read the table and tick off the facts mentioned in the table.

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> 1. tour cost     | <input type="checkbox"/> 2. scenic spots  | <input type="checkbox"/> 3. show             |
| <input type="checkbox"/> 4. local weather | <input type="checkbox"/> 5. hotel         | <input type="checkbox"/> 6. time arrangement |
| <input type="checkbox"/> 7. meal          | <input type="checkbox"/> 8. local culture |  |

**Task 2** Match the following terms with their Chinese meanings.

- 1. Dianchi Lake
- 2. Bai Ethnic Village
- 3. Dali Ancient City
- 4. stone carving
- 5. Three Pagodas of Chongsheng Temple
- 6. Black Dragon Pool
- 7. Jade Dragon Snow Mountain
- 8. White Water River
- 9. Naxi Ancient Music
- 10. cable car

- a. 石雕
- b. 白族村
- c. 黑龙潭
- d. 白水河
- e. 滇池
- f. 缆车
- g. 纳西古乐
- h. 大理古城
- i. 崇圣寺三塔
- j. 玉龙雪山

**Task 3** Translate the following passage into Chinese.

*The Impression of Lijiang* is directed by the world-famous director Zhang Yimou, and performed by more than 400 locals of ten ethnic groups. This show aims to provide an insight into the life of the region's ethnic groups through songs and dances. It is divided into two parts: "Snow Mountain Impression" and "Ancient City Impression".

---



---



---



---



---





# Writing

**Task 1** Suppose you are an operator of a travel agency. You just received an enquiry email from Diana asking for some information about travel programs to Sichuan. Reply to the email based on the following information.

1. The best season to travel to Sichuan: from June to the beginning of October;
2. Popular scenic spots: Jiuzhaigou, Huanglong, Ermei Mountain, Leshan Giant Buddha Statue;
3. Other recommendation: The food in Sichuan is highly praised by most tourists. It's worth trying;
4. Recommended itinerary: It depends on people's particular requirements. There are several most favored itineraries attached for reference.

**Task 2** Fill in the following form according to Listening Task 4.

Tourists number	_____ and a tour leader			
Route	_____—Dali—Lijiang			
Cost	Tourists	Items	Cost (per person)	Total cost (per person)
		meals, transportation, accommodation, tickets to scenic spots	_____	_____
	_____	\$18	_____	
	Tour leader	transportation, accommodation	_____	_____
_____		\$18	_____	
Total cost	_____			

**Note:**

The tourists would like to take a train to Dali, so the final cost will have some difference according to the current train ticket price.



# Project

## Project Guidelines

This project aims to go through the whole process of travel reservation. The whole task is divided into three steps. Step One is about collecting information about a specific tourist area. Step Two focuses on the telephone call between an operator and a customer. Step Three is about writing a letter of reservation.

Please follow the *Task Description* to complete the project.



## Task Description

### 1 Step One

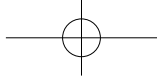
- Divide the class into several small groups of 4-6 students;
- Research online for information about a specific tourist area;
- Give a presentation to introduce the area with the help of the online resources you've found.

### 2 Step Two

- Divide your group into two sides: one side being the operator of a travel agency, the other being the customer;
- Take turns to play each role: the operator receives the telephone call from the customer, and answers questions about the tourist area.

### 3 Step Three

- Write a letter of reservation based on your role-play.



# Self-evaluation

Rate your progress in this unit.	D	M	P	F*
I know an operator's responsibilities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can introduce an itinerary to the tourists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can design an itinerary.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can reply to a customer's enquiry.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*\*Note: Distinction, Merit, Pass, Fail*



# New Words and Expressions

## Reading A

### New Words

adopt /ə'dɒpt/ v. 采用

alternative /ɔ:l'tɜ:nətɪv/ n. 供选择的的东西; 供替代的东西

available /ə'veɪləbəl/ a. 可利用的; 可获得的

boast /bəʊst/ v. 夸耀; 以……为自豪

boom /bu:m/ v. 迅速发展; 兴起

conservation /,kɒnsə'veɪʃən/ n. 保存, 保护

consumption /kən'sʌmpʃən/ n. 消耗; 消耗量

cruise /kru:z/ n. 乘船游览

domestic /də'mestɪk/ a. 国内的

ecological /,i:kə'lɒdʒɪkəl/ a. 生态的; 主张生态保护的

ecotourism /,i:kəʊ'tʊərɪzəm/ n. 生态旅游 (以独特生态环境为主要景观的旅游)

folk /fəʊk/ a. 民间的

guzzle /'gʌzəl/ v. 大量消耗

infrastructure /'ɪnfə'strʌktʃə/ n. 基础设施, 基础结构

leisure /'leɪʒə/ n. 空闲时间, 闲暇

low-carbon /'ləʊ'kɑ:bən/ a. 低碳的

minimize /'mɪnɪmaɪz/ v. 把……减至最小

prominent /'prɒmɪnənt/ a. 突出的, 显著的; 杰出的, 卓越的

recreation /,rekri'eɪʃən/ n. 消遣, 娱乐

rural /'rʊərəl/ a. 农村的, 乡村的

solar /'səʊlə/ a. 太阳能的; 太阳的

strive /straɪv/ v. 努力, 奋斗; 力争, 力求

timeshare /'taɪmʃeə/ n. 分时享用度假住房

unspoilt /,ʌn'spɔɪlt/ a. 未受损坏的; 未丧失原有自然美的

zone /zəʊn/ n. 地区, 区

### Phrases & Expressions

aspire to 渴望; 追求

niche market 小众市场

theme park 主题公园

### Proper Names

Splendid China 锦绣中华

Window of the World 世界之窗



## Reading B

### New Words

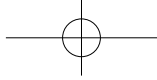
- carving /'kɑ:vɪŋ/ *n.* 雕刻品, 雕刻  
destination /,destɪ'neɪʃən/ *n.* 目的地, 终点  
ethnic /'eθnɪk/ *a.* 种族的  
handicraft /'hændɪkrɑ:ft/ *n.* 手工艺品  
itinerary /aɪ'tɪnərəri/ *n.* 旅程; 旅行计划; 预定行程  
lane /leɪn/ *n.* 小路; 小巷  
magnificent /mæg'nɪfɪsənt/ *a.* 壮丽的, 宏伟的  
monument /'mɒnjumənt/ *n.* 历史遗迹, 遗址; 纪念碑  
peak /pi:k/ *n.* 山峰; 顶峰  
villa /'vɪlə/ *n.* 别墅  
winding /'waɪndɪŋ/ *a.* 弯曲的; 蜿蜒的

### Phrases & Expressions

cable car 缆车, 索车

### Proper Names

- Bai Ethnic Village 白族村  
Black Dragon Pool 黑龙潭  
Dragon Gate 龙门  
Empark Grand Hotel 世纪金源大饭店  
Guanfang Hotel 官房大酒店  
Jade Dragon Snow Mountain 玉龙雪山  
Regent Hotel 丽晶酒店  
Three Pagodas of Chongsheng Temple 崇圣寺三塔  
White Water River 白水河



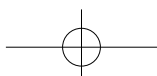
# Vocabulary and Structure

**Task 1** Fill in the blanks with the words from Reading A and Reading B that match the meanings in the column on the right. The first letters are already given.

1. b \_\_\_\_\_ to grow rapidly in activity, value or importance
2. a \_\_\_\_\_ something you can choose to do or use instead of something else
3. d \_\_\_\_\_ relating to or happening in one particular country and not involving any other countries
4. l \_\_\_\_\_ time when you are not working or studying and can relax and do things you enjoy
5. e \_\_\_\_\_ connected with the way plants, animals, and people are related to each other and to their environment
6. h \_\_\_\_\_ something that someone has made in a skillful way using their hands
7. m \_\_\_\_\_ to reduce something that is difficult, dangerous, or unpleasant to the smallest possible amount or degree
8. r \_\_\_\_\_ happening in or relating to the countryside, not the city
9. b \_\_\_\_\_ to talk too proudly about one's abilities, achievements, or possessions
10. s \_\_\_\_\_ using the power of the sun's light and heat

**Task 2** Fill in each blank with the appropriate form of the word given in the brackets.

1. There is no other table \_\_\_\_\_ (avail). Would you like to wait?
2. The store recently \_\_\_\_\_ (adopt) a drug testing policy for all new employees.
3. I'm waiting for the gas company to come to meter my gas \_\_\_\_\_ (consume).
4. He's \_\_\_\_\_ (boast) about how much money he has made.
5. Her research has made a significant contribution to environmental \_\_\_\_\_ (conserve).
6. We are planning to build an \_\_\_\_\_ (ecology) industrial area.
7. There's a \_\_\_\_\_ (wind) path following the edge of the pond.
8. It was a pleasant, \_\_\_\_\_ (spoil) village, yet not too far from main towns.
9. He is so skillful in using a \_\_\_\_\_ (carve) knife that there is no possibility of improvement.
10. The business of our wineshop is \_\_\_\_\_ (boom).







**Task 3** Complete the following sentences with the words given below. Change the form if necessary.

aspire      alternative      magnificent      domestic      folk  
 strive      adopt      boast      ethnic      boom

1. All the reporters were expected to \_\_\_\_\_ the style of the newspaper.
2. He left me no \_\_\_\_\_ but to agree.
3. A man of character does not \_\_\_\_\_ about his successes.
4. Business was \_\_\_\_\_, and money wasn't a problem.
5. For over 60 years, they have performed the \_\_\_\_\_ music of Peru.
6. May we use our knowledge of history and our memories of war to \_\_\_\_\_ for a world in which people live together in peace.
7. The fame to which he \_\_\_\_\_ was beyond his reach.
8. The view from the peak was \_\_\_\_\_.
9. This article introduced a new theory about \_\_\_\_\_ conflicts.
10. The \_\_\_\_\_ market is shrinking so we have to look at exporting.

**Task 4** Make sentences with the same pattern as is shown in the examples.

A. **Example:** Ecotourism strives to minimize the effects of tourism on the environment when it offers tourists insights into the lives of local people.  
 —*Ecotourism strives to minimize the effects of tourism on the environment while offering tourists insights into the lives of local people.*

1. The man was attacked by two guys when he was going back home the day before yesterday.  
 \_\_\_\_\_
2. I bought a basket of cherries for you but I ate half when I came here.  
 \_\_\_\_\_
3. The policeman was badly wounded last night when he made an arrest.  
 \_\_\_\_\_
4. When I lived in Shanghai, I used to work for the local branch of a Japanese IT company.  
 \_\_\_\_\_



- When he was doing research for the term paper, he discovered something new about American history.
- 

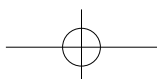
B. **Example:** New products such as timeshares, cruises, and exhibitions and conventions will develop rapidly in China.

—*New products such as timeshares, cruises, exhibitions and conventions will see rapid development in China.*

- The board of directors will discuss these matters today and make a decision shortly.
- 
- A terrible flood broke out in the small village in 1995.
- 
- She had suffered a kind of nervous disease for a long time and suicided herself in the end.
- 
- This small town has changed greatly in the past 30 years.
- 
- The government has sent an official here to investigate this issue.
- 

**Task 5** Translate the following Chinese into English, using the words or phrases given in the brackets.

- Visitors can \_\_\_\_\_ (从山顶俯瞰整座城市). (*get a bird's-eye view of, peak*)
- In order to protect the environment, we should \_\_\_\_\_ (大力提倡低碳旅游). (*promote, low-carbon travel*)
- \_\_\_\_\_ (在国内游客中, 文化遗产旅游非常流行) in the 1980s. (*cultural heritage tourism, domestic*)
- Nowadays, more and more people \_\_\_\_\_ (开始喜欢自驾游). (*self-driving tourism*)
- If you cannot go yourself, \_\_\_\_\_ (请找人代替你). (*substitute*)





## Supplementary Reading

### The Old Town of Lijiang

The old town of Lijiang is a UNESCO heritage site with a long history dating back to the Southern Song Dynasty. The town developed at a confluence (交汇) of many of the old tea-horse roads and so was perfectly situated to become a key commercial and strategic trade center. Today, the town retains much of the authenticity of old times especially in its unique culture and as a center for trade. Lijiang also possesses an ancient water supply system of great complexity and ingenuity (创造性) which still functions effectively today. Fast-flowing streams are channeled through the town providing cool and clean water to streets and homes.



The old town of Lijiang differs from other ancient Chinese cities because its residents are the Naxi people, one of the 56 ethnic groups of China. The ancient Naxi culture has its own architecture, language, dance, music, dress and traditions. For example, because they once made a living by herding yaks (牦牛), the yak is still used as the town emblem.

Since the Qing Dynasty, Lijiang has continued its role as a trade center for goods coming in and out of Tibet. Tibetans send their woolen textiles and medicinal herbs (草药) to Lijiang for shipment to other parts of China, and tea and articles for daily use are sent via Lijiang to Tibet. During the Second World War, Lijiang provided a base for the Trans-Himalayan (喜马拉雅) Airlift, known as “The Hump (驼峰)”. US aircraft flew the dangerous route from India to China over the Eastern Himalayas to supply China with arms and goods during the war with Japan after land routes had been destroyed or blocked.

The ancient town of Lijiang is a beautiful and unique town in the shadow of the Yulong Mountain, an all-year-round snow-capped mountain. The surrounding countryside is home to many of the most beautiful scenic sites in northwest Yunnan and the area is renowned for its profusion (茂盛) of wild flowers. Its culture is especially noteworthy (值得注意的) for the blending of elements from several cultures over many centuries.



## Naxi Ethnic Group and Dongba Language



The Naxi ethnic group lives in the Naxi Autonomous County centered on the old town of Lijiang in Yunnan Province. This part of Yunnan is famous for being a “storehouse of plants”. At an average altitude of 2,700 meters above sea level, it has a cool temperature and plenty of rain so a huge variety of wild plants grow naturally.

The Naxi ethnic group has a long history. Their ancestors came to Yunnan as nomadic (游牧的) tribes from northern China. Today, there are about 281,000 Naxi people.

The Naxi ethnic group has a language of its own called Dongba (东巴文). It is the only surviving language in use today using hieroglyphic characters (象形文字). *The Dongba Script* (《东巴经》) has 1,400 symbols, 90% of which are pictograms. Knowledge of the language provides precious insights into the culture and beliefs of the Naxi people.

The folk art of the Naxi is particularly interesting. Music is still played on traditional and ancient instruments. The classical compositions of “Naxi Ancient Music (纳西古乐)” are divided into “Baisha Fine Music (白沙细乐)” and “Dongjing Music (洞经音乐)”. The music has a special charm thanks to the integration of Taoist ritual music, Confucian ceremonial music and even the *ci* and *qu* music of the Tang, Song and Yuan dynasties. This music is famous in musical circles both at home and abroad.

The Naxi also have their own distinctive style of clothing. The women usually wear long pants, a loose wide sleeved gown buttoned on the right shoulder and embroidered with flowers on the sleeves and a pleated apron. Colors are typically blue, black and white. Over their shoulders they wear a sheepskin cape patterned with seven discs to represent stars. Known for being hard-working, all men, women and children are usually seen carrying a large beautifully decorated basket on their backs like a backpack. These baskets are used to carry everything, from books to babies.

The Mosuo people, a branch of the Naxi ethnic group, still keep the unique walking marriage custom, and the trace of a matrilineal (母系的) system can still be seen in this group. Therefore they are called the “living fossil” of human family and marriage.



# Grammar

## Parts of Speech and Sentence Components

**Task 1** Identify the part of speech of each underlined word in the following paragraph.

Andrew didn't go to the bar with other students. Rachel told him they were going there, but he wanted to finish his homework. Andrew isn't very sociable. He stays in his room and concentrates totally on his studies. He's an excellent student, but he doesn't have much fun.

- |           |              |               |       |
|-----------|--------------|---------------|-------|
| 1. to     | <u>prep.</u> | 9. sociable   | _____ |
| 2. bar    | _____        | 10. in        | _____ |
| 3. other  | _____        | 11. and       | _____ |
| 4. told   | _____        | 12. totally   | _____ |
| 5. they   | _____        | 13. an        | _____ |
| 6. there  | _____        | 14. excellent | _____ |
| 7. he     | _____        | 15. but       | _____ |
| 8. finish | _____        | 16. fun       | _____ |

**Task 2** Identify the part of speech of the underlined word in each sentence.

- |   |           |
|---|-----------|
| 1. We went to a wonderful <u>show</u> in Beijing. | <u>n.</u> |
| 2. Jenny wanted to <u>show</u> Jack her photos.   | _____     |
| 3. Henry <u>thought</u> Claire looked beautiful.  | _____     |
| 4. A strange <u>thought</u> came into her head.   | _____     |
| 5. The windows are <u>clean</u> .                 | _____     |
| 6. We should <u>clean</u> the windows.            | _____     |
| 7. Wendy is feeling quite <u>tired</u> now.       | _____     |
| 8. Studying all day had <u>tired</u> Wendy out.   | _____     |
| 9. We did some <u>hard</u> work.                  | _____     |
| 10. They worked <u>hard</u> .                     | _____     |



**Task 3** Match each underlined word with its corresponding component in the sentence. Some sentence components may be used twice.

1. <u>Time</u> flies.	<input type="radio"/>	A. subject
2. The scenery is <u>beautiful</u> .	<input type="radio"/>	B. predicate
3. My father <u>works</u> in a large company.	<input type="radio"/>	C. object
4. <u>She</u> loves music very much.	<input type="radio"/>	D. attribute
5. He passed me <u>a book</u> .	<input type="radio"/>	E. adverbial
6. The visitor gave an apple to <u>the monkey</u> .	<input type="radio"/>	F. complement
7. I have the <u>perfect</u> present for her.	<input type="radio"/>	G. predicative
8. He came back <u>sick</u> .	<input type="radio"/>	H. appositive
9. John runs <u>quickly</u> .	<input type="radio"/>	
10. We <u>students</u> should study hard.	<input type="radio"/>	

**Task 4** Fill in each blank with the proper form of the word given in brackets.

- Living in the country is less expensive (expense) than living in the city.
- We need to reduce our \_\_\_\_\_ (depend) on oil as a source energy.
- The chairman emphasized his ideas by speaking more \_\_\_\_\_ (loud).
- Some American businessmen in China are spending a lot of time in \_\_\_\_\_ (learn) Chinese.
- Some people do believe that smoking will \_\_\_\_\_ (certain) cause lung cancer.
- I'm \_\_\_\_\_ (real) sorry for the mistake our office worker made last month.
- Her \_\_\_\_\_ (beautiful) had faded over the years.
- The sellers allowed us to pay them on a \_\_\_\_\_ (month) basis.
- It's \_\_\_\_\_ (danger) for women to walk alone at night.
- I was impressed by the \_\_\_\_\_ (deep) and complexity of the book.



## 词类与句子成分

词类	缩写	中文名	例子	概念或功能
noun	<i>n.</i>	名词	boy, milk, bike	表示人、物及抽象概念的名称,除谓语 (predicate) 外,可充当句子任何成分。
pronoun	<i>pron.</i>	代词	you, I, my, yours	代替名词或起名词作用的短语、句子,可充当主语 (subject)、表语 (predicative) 和宾语 (object) 等。
adjective	<i>adj.</i>	形容词	good, happy, nice	描绘人或事物的特征、性质、状态,可作定语 (attribute)、表语、补语 (complement) 等。
adverb	<i>adv.</i>	副词	well, badly, quickly	修饰动词、形容词、副词或全句,表达时间、地点、程度、方式等概念,主要用作状语 (adverbial)。
verb	<i>v.</i>	动词	be, cut, run, jump	表示动作或状态,作谓语或作为系动词 (linking verb) 与表语连用。
numeral	<i>num.</i>	数词	two, third	表示数目多少或顺序,可作主语、宾语、定语、同位语 (appositive) 等。
article	<i>art.</i>	冠词	a, an, the	限定、说明名词的所指。
preposition	<i>prep.</i>	介词	at, in, with, for	表示词与词、词与句之间的关系,与介词宾语构成短语,可作表语、定语、状语、补语等。
conjunction	<i>conj.</i>	连词	and, so, because	连接词、短语或句子,表达逻辑关系。
interjection	<i>interj.</i>	感叹词	oh, yeah, ouch	表示喜怒哀乐等感情或情绪。



## Comprehensive Exercises

### Task 1 Cross out the wrong word in each word pair underlined.

Dear Christine,

Well, here I am in Australia. Thank you for your 1 kind/kindly letters. You ask me what it's like here. I must say it's pretty 2 good/well! The language school is very 3 efficient/efficiently organized. On the first morning we had to take a test, which I found rather 4 hard/hardly. However, I got a 5 surprising/surprisingly good mark, so I'm in the second class. I didn't take much at first, because I couldn't think of the words 6 quick/quickly enough, but 7 late/lately I've become much more 8 fluent/fluently. I'm staying with a family who live 9 near/nearly the school. They are quite 10 pleasant/pleasantly although I don't see much of them because I'm always so 11 busy/busily with my friends from school. I was surprised how 12 easy/easily I made friends here. They come from 13 different/differently parts of the world and we have some 14 absolute/absolutely fascinating discussions. I do hope you will be able to join me here next term. I'm sure we'd have 15 good/well fun together.

Best wishes,

Celia

### Task 2 Rewrite each of the following sentences without changing its meaning.

- The boy is a quick learner.  
The boy learns \_\_\_\_\_.
- The man can cook really well.  
The man is a(n) \_\_\_\_\_.
- Your behavior was quite foolish.  
You behaved \_\_\_\_\_.
- The hotel staff treated us in a very friendly manner.  
The hotel staff were \_\_\_\_\_.
- He proposed that we put off our meeting, which is unreasonable.  
His \_\_\_\_\_ that we put off our meeting is unreasonable.
- Philippa is usually a hard worker.  
Philippa usually works \_\_\_\_\_.
- Tom looked sad when he saw the injured dog.  
Tom looked \_\_\_\_\_.
- I wish you could swim fast.  
I wish you were a(n) \_\_\_\_\_.
- She speaks perfect English.  
She speaks English \_\_\_\_\_.
- I didn't go out because of the heavy rain.  
I didn't go out because it rained \_\_\_\_\_.





**Task 3** Identify the part of speech and sentence component of each underlined word or phrase in the following paragraph.

Mike thinks Lily is beautiful. He loves her madly and dreams of marrying her, but  
 ① ② ③ ④ ⑤ ⑥  
unluckily he is rather old for her. Today they are at a café. With their friends Jenny and Lucy on  
 ⑦ ⑧ ⑨ ⑩ ⑪ ⑫ ⑬  
 the spot, Mike can't get romantic with Lily. But he might buy her some flowers later to make  
 ⑭ ⑮  
 her happy.  
 ⑯

Word/Phrase	Part of Speech	Sentence Component
1. ① Mike 2. ⑨ Today 3. ⑬ Jenny 4. ⑮ flowers	_____	_____
5. ② beautiful 6. ⑧ old 7. ⑭ some 8. ⑯ happy	_____	_____
9. ④ loves 10. ⑩ are	_____	_____
11. ③ He 12. ⑥ her	_____	_____
13. ⑤ madly 14. ⑦ unluckily	_____	_____
15. ⑪ at a café 16. ⑫ With their friends	_____	_____

**Task 4** Fill in each blank with the proper form of the word given in brackets.

When Helen Keller was born she was a(n) 1 \_\_\_\_\_ (health) baby. But 2 \_\_\_\_\_ (unfortunate), when she was 19 months old, she had a sudden fever. Later, the fever 3 \_\_\_\_\_ (disappearance), but she became blind and deaf.

When Helen was seven years old, a teacher, Anne Sullivan, came to live with Helen's family. First, Anne taught Helen how to talk with her fingers. Then Anne taught Helen to read by the Braille system. Helen learned these things 4 \_\_\_\_\_ (quick). However, learning to speak was harder. Anne continued to teach Helen with 5 \_\_\_\_\_ (patient). 6 \_\_\_\_\_ (final), when Helen was 10 years old, she could speak 7 \_\_\_\_\_ (clear) enough for people to understand her.

Helen went to an institute for the blind, where she did very well in her studies. Then she went to college, where she graduated with honors when she was 24 years old. Helen traveled 8 \_\_\_\_\_ (extensive) with Anne. She worked 9 \_\_\_\_\_ (tireless), traveling all over America, Europe, and Asia to raise money to build schools for blind people. Her main message was that disabled people are like everybody else. They want to live life fully and 10 \_\_\_\_\_ (normal). Helen wanted all people to be treated equal.



# Pronunciation

## Sentence Stress

Work in pairs. Read the following sentences, paying attention to sentence stress. Then discuss what words are usually pronounced with stress.

1. What 'color is Julie's 'T-shirt?
2. I 'always play 'tennis on 'weekends.
3. 'What would you 'like to 'drink?
4. My 'second 'brother is a 'pilot.
5. 'This is the 'reason I 'left 'early.