

# Unit 1

## Introduction: Tourist Destination in a Cultural Context



### 单元目标

- (1) 介绍现代旅游业的发展动力和发展机遇。
- (2) 了解旅游业的两大发展趋势：从民族旅游到生态旅游；从文化遗产旅游到社区旅游。
- (3) 强调以人文资源为主要内容的文化旅游的重要性。
- (4) 为生态文化旅游进行功能定位。

### Warm-up

1. Work in groups and discuss the following questions.

1) How do you travel? Do you like to travel on group tours? Do you prefer independent travel?

Or are you a “backpacker”?

2) What does the phrase “donkey friend” mean in Chinese? How do donkey friends travel?

3) How can we be eco-friendly while traveling? What can be done by tourists, tourist

companies and the society to bring a positive impact on the natural world?

2. Have you watched entertainment travel program “Divas Hit the Road” (《花儿与少年》) on Hunan Satellite TV ? Liu Tao prepares and organizes her luggage in such an amazing pattern that she is called the “National Good Daughter-in-law” and that some internet users even claim to “meet and marry her”. In the following table you should list ten articles that must be taken with you in your luggage for your tour in the order of importance.



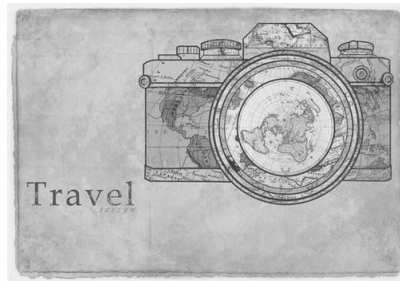
### What to Pack?

Order	Articles	Quantity	Reasons
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Focus Reading



**Dialogue 1 :Donkey Friends in Contemporary Urban China**



**Zhang Ning and Daniel are friends studying at the Department of Anthropology in Columbia University. They are preparing for their workshop presentation on backpacker tourism.**

**Daniel:** Ning-ning, I came across a term “**donkey friend**” in an article named “Travel in Contemporary Urban China”. It focuses on the emerging backpacker tourism in China. I think it might be a good topic for our workshop presentation.

**Zhang Ning:** “Donkey friend”! Yeah, great idea! It’s a newly-coined term widely used to self-identify among China’s backpackers.

**Daniel:** Why is it donkey and not camel or panda?

**Zhang Ning:** The meaning of the term “Donkey friend” may be somewhat opaque to you, as it is a **pun** on a pair of near **homonyms** in Chinese, with “donkey” in the second tone (驴) sounding similar to, and even identical, to “travel” with the third tone (旅).

**Daniel:** Oh, that’s so interesting! But donkeys tend to be lazy, dumb, timid and quite stubborn. Is it a negative image for the backpackers?

**Zhang Ning:** On the contrary, in the eyes of the Chinese backpackers, donkey has a more desirable set of qualities and associations, such as, perseverance, endurance and amiableness. Hence, donkey is adopted as a group **icon** for Chinese backpackers.

**Daniel:** I see, “donkey friends” refer to “friends traveling together”.

**Zhang Ning:** Not exactly. Donkey friends not only style themselves as perseverant, enduring and amiable “donkeys” but also as “friends”. Chinese backpackers stress the elements of companionship on the road and cherish fellowship by forming voluntary associations and engaging in collective actions.

**Daniel:** As backpacker tourism has been increasingly seen as a global phenomenon and backpackers are seen as “global nomads”, few studies were conducted to understand backpacking culture from the perspectives of non-western countries. I guess our presentation on “donkey friends” in China will be quite novel and fresh.

**Zhang Ning:** So our topic can be initially worded like this, “Donkey Friends in

Contemporary Urban China”.

**Daniel:** OK. You do the field research and I go to the library to collect more information.

## **Dialogue 2 :**



**Professor Levis is answering questions about the modern changes in tourism from his students, Lily and Alice, in his office.**

**Professor Levis:** Like before, you raise your questions first.

**Lily:** Professor, in your lecture you mentioned two major trends of modern changes in tourism. The first is from ethnic tourism to **eco-tourism**. But I failed to note down the second.

**Professor Levis:** The second change is from heritage tourism to **community-based tourism**.

**Lily:** (Taking the notes)

**Alice:** Professor, could you elaborate on the term, “community-based tourism”?

**Professor Levis:** “Community-based tourism” is a community participation approach which has long been advocated as an integral part of sustainable tourism development. The approach can increase a community’s carrying capacity by reducing tourism’s negative impacts while enhancing its positive effects.

**Alice:** Can you give us an example of community-based tourism?

**Professor Levis:** Ok! It is actually a true story about owls. What image do you recall when you think of owls?

**Lily:** Darkness in the woods.

**Alice:** An owl’s frightening cry, and killing rats.

**Professor Levis:** Throughout history, owls have represented many things—fear, death, and knowledge. The native people of North America were afraid of owls. They believed that the spirits of dead people lived in these birds.

**Alice:** Professor, I know owls stand for wisdom in Greek mythology, as **Athena**, the goddess of wisdom, was represented by an owl.

**Professor Levis:** Yes, you’re right. As time passed, these ideas became part of normal life. In Kenya when people hear an owl sing, they will throw salt into the fire to stop anything bad happening, because people think it can be a sign of death.

**Lily:** Professor, are you telling a horror story? Or a vampire tale?

**Professor Levis:** Oh, no! For many years people in Kenya have believed such made up stories about owls, which has led to fear, strange traditions and even the killing of birds. However, one man named Paul Murithi in Kenya has no fear of owls. On the contrary, he has a great interest in the birds. Paul feeds and protects them. He has turned the forest near his home into an owl sanctuary.

**Lily:** How does the sanctuary function?

**Professor Levis:** Paul has put signs on the main road for visitors. Foreign tourists pay five dollars to look at the owls, and they also gain knowledge of owls from Paul. So, how do you think the local people might react to Paul's owl sanctuary?

**Lily:** I think it will bring development to the area, and tourists will go there.

**Alice:** The local authorities might approve Paul's practice, as it attracts tourists and stimulates tourism. But some local people might protest.

**Professor Levis:** You are right. He is fighting against years of traditional thinking, but he's not giving up. And his sanctuary is bringing tourists to the area. Local people can see the effects for themselves. Hopefully this will reduce the fears from traditional thinking. This is the community-based tourism. It is offering a new chance to people in Kenya.

**Alice:** Professor, I think I understand better.

**Professor Levis:** Paul's owl project is a great example of how community-based tourism can work. It brings tourists to the area. This helps the local economy. Meanwhile, the tourists see how Paul cares for the owls and what local people think of the sanctuary. They may hear stories about owls, and why some people do not like them. The visitors may tell some owl stories from their countries. This can help people from different cultures to understand each other better.

**Lily and Alice:** Professor, thank you so much.

**Professor Levis:** You're welcome.

### Notes

- **donkey friend** : 驴友、背包客，就是背着背包，带着帐篷、睡袋，穿越、宿营、骑行的户外爱好者。因为驴子能驮能背，吃苦耐劳，也是爱好者自称、尊称对方的一个名词。
- **pun** : 双关，指运用一个词语来暗示两层或两层以上的意义或不同的联想，或者运用两个或两个以上同音异义或近音异义的词语。
- **homonyms** : 同形同音异义词，分为 perfect homonyms (完全同形同音异义词)，

homographs ( 同形异义词 : 拼写相同但是声音和意思不同 ), homophones ( 同音异义词 : 发音相同但是拼写和意思不同 )。

- **icon** 图标



- **eco-tourism** : 生态旅游，以有特色的生态环境为主要景观的旅游。指以可持续发展为理念，以保护生态环境为前提，以统筹人与自然和谐发展为准则，并依托良好的自然生态环境和独特的人文生态系统，采取生态友好方式，开展的生态体验、生态教育、生态认知并获得心身愉悦的旅游方式。

- **community-based tourism** : 社区旅游，从社区的角度考虑旅游目的地的建设，以社区的互动理论指导旅游区的总体规划和布局，通过优化旅游社区的结构提高旅游的效率，谋求旅游业及旅游目的地的经济效益、环境效益和社会效益的协调统一和优化。社区旅游为寻求实现旅游业可持续发展提供了一个新途径。

- **Athena** : 雅典娜，传说是宙斯与智慧女神墨提斯 ( Merti s ) 所生，有预言说墨提斯所生的儿子会推翻宙斯，宙斯惧怕预言成真，将墨提斯整个吞入腹中，此后宙斯得了严重的头痛症,宙斯只好叫火神普罗米修斯打开他的头颅，令奥林波斯山诸神惊讶的是 :一位体态婀娜、披坚执锐的美丽的女神从裂开的头颅中跳了出来，光彩照人，仪态万方。雅典娜是智慧和力

量的完美结合。猫头鹰和蛇是雅典娜的象征。

- 雅典守护神：雅典娜和海神波塞冬 ( Poseidon ) 都想成为雅典的守护神，争夺为之命名的荣耀。最后达成协议，能为人类提供最有用的东西的人将成为该城的守护神。波塞冬用他的三叉戟敲打地面变出了一匹战马，而雅典娜则变出了一棵橄榄树——和平与富裕的象征。因战马被认为是代表战争与悲伤，因此雅典就以女神的名字命名。祭祀雅典娜女神的帕特农神庙至今还屹立在雅典的卫城上。



- **sanctuary** : 避难所，禁猎区

### Task One

Match the jargon with their respective Chinese equivalents. Put the corresponding letters in the brackets.

A – sanctuary

C – sustainable tourism development

E – ethnic tourism

G – community-based tourism

I – independent travel

K – homonyms

M – icon

B – eco-tourism

D – heritage tourism

F – travel on a tour group

H – backpacker

J – donkey friend

L – pun

N – Athena

1) ( ) 社区旅游	8) ( ) 文化遗产旅游
2) ( ) 生态旅游	9) ( ) 民族旅游
3) ( ) 背包族	10) ( ) 双关
4) ( ) 跟团游	11) ( ) 自由行
5) ( ) 同形同音异义词	12) ( ) 驴友
6) ( ) 旅游可持续发展	13) ( ) 禁猎区
7) ( ) 雅典娜女神	14) ( ) 图标

### Task Two

Work in groups and choose different travel modes to travel in Xinjiang Uygur Autonomous Region. Suppose each group has 4 travelers and 7 days to spend. Complete the following table about your detailed travel arrangements.

	Group Tour	Independent Travel	Backpacking
Places to visit and routes			
Transportation (place to place)			
Accommodation (every night)			
Meals (every meal, what and where)			
Detailed actions in the places while traveling			
Estimated total expenditure			

### Task Three Oral Presentation

1) Prepare a speech on the topic “Different Travel Modes, Different Travel Experiences” by comparing the advantages and disadvantages of each travel mode in Task Two.

2) Can you make your travel in Xinjiang Uygur Autonomous Region an example of community-based tourism like that in Dialogue 2? Describe it to the class.

3) What image would you recall when you think of owls? Tell your friends some folk tales about owls in China? Compare them with those western versions.

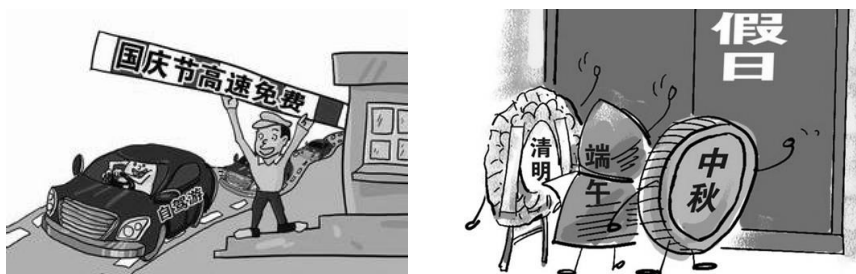
### Text A The Rise of Donkey Friend Tourism





① At the end of the 1990s, the newly-coined term “donkey friend” became a widely used self-identifier among China’s backpackers, particularly those who organized themselves into **virtual communities** and focused on previously nonexistent recreation and leisure opportunities. These include mountain climbing, hiking, automobile touring and mountain skiing for wilderness-adventures. The term’s precise and literal translation, which is “donkey friend”, may be somewhat confusing in meaning, as it is a pun on a pair of near homonyms, with “donkey,” or “lǔ” in the second tone (驴), sounding similar to “travel”, or “lǚ” with the third tone (旅). Differing from the animal’s less-than-flattering image in the west of a lazy, dumb, timid and stubborn beast of burden, it has in the eyes of the Chinese backpackers a more desirable set of qualities and associations, such as perseverance, endurance and amiableness. Hence donkey is quickly adopted as a group icon for Chinese backpackers. Styling themselves as not only “donkeys” but also “friends”, Chinese backpackers stress the elements of companionship on the road and cherish the friendship by forming voluntary associations and engaging in collective actions.

### The Promotion



② In 1999, Chinese government launched the “Golden Weeks” holidays, creating three

weeks off around October 1 (National Day), May 1 (Labor Day) and during the Spring Festival. The introduction of these long holidays has resulted in a revolution in Chinese leisure, which is manifested in a number of ways ranging from lifestyles, and consumption styles to world views. It is not unusual to hear such declarations as “work hard and play hard”, “work is a means of traveling”, “spend all the money on the road” and so on. The government also invested in a number of festivals and theme parks, as well as in the creation and recreation of dozens of “old towns” in rural China. Travel has today become an indispensable part of leisure life and a major area of consumption in urban China. A hasty glimpse at any newsstand or book stall illustrates the importance of travel in the everyday lives of the urban population. There are dozens of magazines, newspapers, guidebooks and collections of travelogues that advise people where to go on holidays. There are brochures and fliers from competing travel agencies, and a large number of travel websites and forums that provide the most up-to-date information, the most off-the-beaten-path destinations, and opportunities to travel with like-minded people.

### The Internet



③ The emergence and popularity of donkey friend groups cannot be separated from the development of the internet and the proliferation of travel websites. The internet has provided Chinese urban youth with both the knowledge of outdoor activities and the opportunities to partner in self-organized trips. With the spread of the internet, web-based donkey friend associations and virtual clubs flourished. Bulletin boards and community forums are places where donkey friends initiate trips, locate travel companions, post travel stories, and socialize.

④ At home, donkey friends use the World Wide Web to search for information and opinions about tickets, routes and destinations. Travelers revisit destinations by writing travelogues not only to record their itineraries but also to share their personal feelings, sensational stories, memorable moments, and sometimes their descriptions of team members. Reading these stories on the web gives those who have returned home a sense of a virtual travel experience that blurs the

boundary between here and there, between now and then. For travelers on the road, the impact of internet used on travel experiences is even more profound. Internet cafes exist in every donkey friend destination. They can be found in areas as remote as Tibet, Xinjiang and Inner Mongolia. Donkey friends use them to check emails, browse news websites, and post travel stories on their blogs or public internet forums. Internet creates close ties with family, friends, and helps make travel destinations more like a home away from home.

⑤ In addition to practical uses of the internet such as information and communication, internet also facilitates new social spaces and social ties for Chinese donkey friends. Before the existence of the internet, those who took part in backpacker tourism and outdoor activities were usually professional or semi-professional athletes, members of official sports and climbing associations, and outdoor equipment retailers. Radical change came along with the rapid emergence of outdoor websites and internet forums in China in the late 1990s. This indicated the beginning of donkey friend tourism in urban China. **Sina Travel Forum**, for example, was the first internet forum to allow travelers to post itineraries, personal stories and photos. By posting travelogues and reading those of others, a traveler discovered for the first time a whole new world in which she/he was no longer alone but among many people who shared the common ideas, values and goals. Donkey friend tourism could not have emerged without the state's ardent promotion of the tourist industry. However, it would never have gone beyond the private circles and have become a nationwide fashion trend if not for the prevalence of the internet. Sina Travel Forum was later called "donkeys' forum" and its members were called "donkey friends", hence the origin of the term for "backpacker tourism" and "backpackers". While "donkeys' forum" remains at Sina.com today, the term "donkey friend" refers to all backpacker travelers and outdoor enthusiasts.

### The Community

⑥ It would be difficult to overstate the profound impact of internet use the development of donkey friend tourism. Its unique role in motivating people to travel and create a traveler's space reveals that both online interactions and offline touristic engagements constitute and complement donkey friend travel experiences. A donkey friend is not only a traveler and a backpacker, but also a netizen who signs up with an internet travel website, participates in online discussions, posts travelogues, and socializes with fellow travelers not only on the road but also on the internet as well. In addition to information exchange, the online activities of donkey friends include organizing trips, discussing certain scenic spots, publishing photos, discussing travel related issues, writing essays about the journey and companions, and so on. All these activities help travelers establish friendship with other donkey friends, and simultaneously build up his or her reputation within the circle of donkey friends.

⑦ Simply put, newly-evolved social organizations like donkey friend communities, based on common interests and participation in certain leisure activities aim to promote cultural change, change consumer behavior, and raise public awareness concerning specific social problems such as environmental damage, poverty, school drop-out rates, and the like. The donkey friend communities have been playing important roles to broaden cultural transitions that are taking place in China as a whole.

**Adapted from the article *Donkey Friends: Travel, Voluntary Associations and the New Public Sphere in Contemporary Urban China* by Ning Zhang at University of Pittsburgh.**

### Notes

- **virtual communities** 虚拟社区
- **the “Golden Weeks” holidays** : 黄金周。1997 年在东南亚金融危机的背景下，为了刺激消费，拉动国内经济，促进国内旅游，1999 年，中国国务院公布《全国年节及纪念日放假办法》，将春节、“五一”“十一”的休息时间与前后的双休日拼接，从而形成 7 天的长假。1999 年国庆第一个“黄金周”，全国出游人数达 2800 万人次，旅游综合收入 141 亿元，假日旅游热潮席卷全国。2008 年 1 月 1 日开始实施的修改后的《全国年节及纪念日放假办法》将“五一”缩短为 1 天，增加清明、端午、中秋三天民族节日，2014 年 1 月 1 日起春节放假 3 天改为农历正月初一、初二、初三。
- **Sina Travel Forum** : 新浪旅游论坛，1998 年 10 月成立以来一直是全球中文旅游论坛里的领跑者，“驴友”的发源地和大本营，被称为“驴坛”。

#### Task One Main Ideas of the Text

1. Do extensive group study on the following questions.
  - 1) What are the connotations of donkey in Chinese? How about in English? Cite examples to support your argument.
  - 2) List the advantages and disadvantages of the “Golden Weeks” holidays in China.

3) What are the changes in the new “Measures on Having a Holiday for National Leaves and Memorial Days”(《全国年节及纪念日放假办法》) implemented since January 1st, 2008. How do you think of the new measures?

4) How do you use the internet in your daily life? How do you use it for your travel?

5) What kind of virtual social organizations do you participate in? What activities do you do in the virtual communities?

6) Give tips on socializing in a virtual community online.

2. Text A introduces the rise of donkey friend tourism in China. Please summarize the major forces that promote the emergence of the new type of tourism in China and complete the following table.

1) World economy	
2) China economy	
3) Governmental policies	
4) Chinese living standard	
5) Transportation	
6) Communications	
7) Other	

### Task Two Interviewing a Donkey Friend

Interview a donkey friend that you know and ask the following questions. If you don't have a backpacker acquaintance, you can baidu “驴行攻略” and find the answers.

1) How heavy is your backpack?

2) What does a basic backpacker comprise?

3) How do you plan your donkey tours?

4) What is the significance of taking a donkey tour?

5) What activities do you do after the donkey tour?

### Task Three Oral Practice

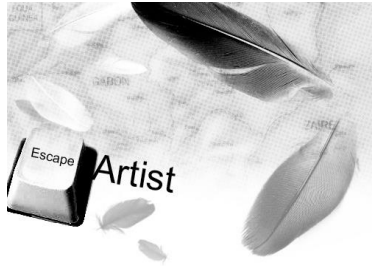
Visit the website: <http://www.travel-notes.org/> and click on the images to read the travel journals from the corresponding regions that appeal to you. Retell some interesting stories in the

travel notes that you read online.

#### **Task Four Writing Practice**

Learn from Text A and write a brief introduction to the donkey friend tourism in China.

#### **Text B Escape Artist: Choosing Travel as a Lifestyle**



① 193 countries. 7 continents. 5 oceans. 2 feet. So little time. The urge to travel defines our human existence: to hunt and gather, to follow our “**destiny**”, or to get away for the weekend. As species, we are constantly moving, if not by plane or train, then by our dreaming and planning for something better than the familiar. For some of us, travel is a summer trip to Disneyworld, while for others the mere word “travel” conjures up images of backpacking through Europe or trekking through the Himalayas. Then there are those, the more adventurous sort, who choose travel as a lifestyle rather than as a two-week getaway.

② Enter Violetta Zein, 27, a writer, photographer, artist, and **Renaissance** woman. Living in Paris at the time of this interview, my pal has been moving around since she could move around. In this recent interview, I got her talking about her travel experiences, her ideas about travel, her inspirations, and even what to pack on those extended excursions.

#### **Question 1: Where did your desire to travel come from?**

③ When I was in high school, I went to a French high school where they made us read a lot of philosophy. I read the essays on travel of **Montaigne**, a French **Renaissance** philosopher: “Traveling through the world produces a marvelous clarity in the judgment of men. We are all of us confined and enclosed within ourselves, and see no farther than the end of our nose. This great world is a mirror where we must see ourselves in order to know ourselves. There are so many different tempers, so many different points of view, judgments, opinions, laws and customs to teach us to judge wisely on our own, and to teach our judgment to recognize its imperfection and natural weakness.” Based on that, I decided I would travel until I could no longer travel.

**Question 2: What defines travel for you? Taking an airplane somewhere? A road trip? Spring Break in Cancun? In other words, does someone need to leave their country to be considered as a traveler? What, if anything, distinguishes it?**

④ At its most basic level, travel is simply an intent to learn through moving to a different standpoint. That's why a road trip, or an outing in one's city, as well as a retreat in the neighborhood, all are counted as travel for me. But travel is something that I've often felt when a period of my life was over. My big journey, the one I really consider travel, was an 18-month trip I took mostly for service in **Bahá'í** communities around the world, and with the intent of learning and encountering other cultures. It was to be my personal quest of my place and my identity in the world through travel. I traveled to 18 countries alone, with few people to share in my experiences, and with less than a roll of film to show for it. Through the vast majority of my trip, I was trying to give back to communities, to serve them in some way, and the attempt to serve and be a part of the community in some way affected me deeply. There was never a moment when I could not care about where I was, or feel like my actions and my behavior had no consequences. "I don't have to behave the way I do when I'm at home" is a common embarrassing attitude that travelers exhibit. It stems from an observer status: "I'm here to see, not to live." If you're not going to be here three months down the line, and you're not meeting people who live here, so there are no real consequences to your actions. If there are no consequences to your actions, you don't have to watch what you do or say.

**Question 3: When do you know, or feel, you have really visited a place? What makes it more than a tourist destination?**

⑤ When I feel like something in me has changed because of something I felt, understood or experienced. When I feel that I have learned something, then it was more than a tourist destination. But also it is the intent. Some places you go just to see. And that is what makes them tourist destinations. You whip out your camera and snap every moving thing, so that you don't even remember what you saw or where you were without your visual prompts.

**Question 4: What do you think about books like 1000 Places to See Before You Die that offer checklists for travelers? Is this forced, like a to-do list, or an incentive to get out there?**

⑥ I don't know. It's difficult to answer fairly. Some guidebooks are useful because they contain researched, hard-to-come by, and sometimes very authentic information. Some lists like those can be downright cheesy. Or very inspired. It really comes down to a personal choice. I know I've made mental notes of places to visit when watching a movie filmed in a part of the world. I always check the filming locations at the end of the credits when I'm curious. Or a particularly inspiring book or documentary. But I think that we all carry around lists in our heads.

**Question 5: What places stick out in your mind as most memorable?**

⑦ Some places I have visited haunt me to this day: beautiful, mesmerizing, captivating. Some places, when I close my eyes, re-inhabit, and visit regularly in my mind. Land's End in Cornwall, where the cliffs and round boulders tower over the Atlantic; all of Scotland, majestic,

wild; the south-central plains and plateau of Madagascar and their baobab trees, and the views of Lake Nakuru as you drive down into the Rift Valley in Kenya. The French Alps and Yosemite. The Negev Desert of Israel. These are places I consider to possess great spiritual beauty. I am a woman moved by mountains, cliffs and bare landscapes.

**Question 6: You are off on your round-the-world trip, only allowed one backpack, what does the seasoned traveler need to bring along? What is necessary or unnecessary?**

③ I have always sucked at packing. There are fantastic websites that practically pack for you.

But I like a couple of family photos, a Swiss army knife or Leatherman, a flashlight, toothbrush and toothpaste, towel, soap, a sleeping bag, pen and notebook, mosquito repellent, sunscreen, something to read in your own language (preferably about the place). The less you bring, the happier you are, in the end. Basic toiletries, comfortable shoes, and a change of clothes.

**Question 7: Finally, why travel?**

③ It gives you a new perspective. The more you travel, the less you're tied down by one or the other perspective and the more your vision is world embracing, respectful, and open-minded. It gives you a new eye on things, people, yourself, life, and home. Even when you don't travel, you can have that "foreigner's perspective" on what happens at home. If you are familiar with how things are somewhere else, you don't see things the same way as someone who has never left the city or the country. You have a point of comparison. And that is priceless.

**Adapted from the interview named "Escape Artist: Choosing Travel as a Lifestyle" by Dawn Padfield on the following website:**

*<http://italy.culturaltravel.net/resources.html>*



- **manifest destiny** : 天定命运论。In the 19th century, Manifest Destiny was the widely held

belief in the United States that American settlers were destined to expand throughout the continent. Historians have for the most part agreed that there are three basic themes to Manifest Destiny:

- ✧ **The special virtues of the American people and their institutions;**
- ✧ **America's mission to redeem and remake the west in the image of agrarian America;**
- ✧ **An irresistible destiny to accomplish this essential duty.**

- **Renaissance** was a cultural movement that spanned the period roughly from the 14th to the 17th century, beginning in Italy in the Late Middle Ages and later spreading to the rest of Europe. 这场文化运动囊括了对古典文献的重新学习，在绘画方面直线透视法的发展，以及








广泛开展的教育变革。这种知识上的转变让文艺复兴发挥了衔接中世纪和近代的作用。尽管文艺复兴在知识、社会和政治各个方面都引发了革命，但令其闻名于世的或许还在于这一时期的艺术成就，以及列奥纳多·达芬奇、米开朗琪罗等艺术家做出的贡献。现在英语中常用 Renaissance man/woman 来表示多才多艺的、博学的人。



- **Montaigne** : 蒙田，法国文艺复兴后期、16 世纪人文主义思想家。主要作品有《蒙田随笔全集》。

- **Bahá'í**: 巴哈伊教，由巴哈欧拉创立于 19 世纪中叶的伊朗，它的最高宗旨是创建一种新的世界文明，真正实现人类大同。其基本教义可概括为“上帝唯一”“宗教同源”和“人类一体”。

### Task One

Complete the following table with general information of the places mentioned in Text B. And then match them with their corresponding pictures by using the general introduction as guides.

Place	Country	Chinese name	General introduction	Pictures
Cancun	Mexico	坎昆	<ul style="list-style-type: none"> <li>• the easternmost points in Mexico</li> <li>• second-longest coral reef</li> </ul>	A 
Land's End in Cornwall				B 
Scotland				C 
Madagascar				D 
Lake Nakuru				E 

<b>Rift Valley</b>				F	
<b>The French Alps</b>				G	
<b>Yosemite</b>				H	
<b>Negev Desert</b>				I	

### Task Two

Read the following statements and then decide whether each of them is true or false based on the information in the text. Write T for True and F for False in the space provided before each statement.

- \_\_\_\_\_ The desire to travel of Enter Violetta Zein originates from her family enthusiasm in travel.
- \_\_\_\_\_ According to the interviewee, on the most basic level, travel is simply an intent to learn through moving to a different standpoint.
- \_\_\_\_\_ Enter Violetta Zein thinks that people don't have to behave the way they do when they're at home.
- \_\_\_\_\_ World Cultural Heritage places moved the woman most in her travel life.
- \_\_\_\_\_ There are fantastic websites that can help you decide what to bring along.
- \_\_\_\_\_ When you don't travel, you should have that "foreigner's perspective" on what happens at home.

### Task Three Vocabulary Expansion

1. Put down the right word in the space provided according to the given information. The first letter of each word is already given.

#### Example :

souvenir: is something which you buy or keep to remind you of a place, or event.

- 1) An i \_\_\_\_\_ is a picture on a computer screen representing a particular computer function.
- 2) A t \_\_\_\_\_ is a talk, diary, or film about travel or about a particular person's travels.
- 3) Someone who is a \_\_\_\_\_ is friendly and pleasant to be with.
- 4) A n \_\_\_\_\_ is a person who regularly uses the internet.

5) A b \_\_\_\_\_ is a thin magazine with pictures that gives you information about a product or service.

6) An a \_\_\_\_\_ person, object, or emotion is real or genuine.

7) A person's i \_\_\_\_\_ is their purpose or goal to do something.

8) If you describe something as c \_\_\_\_\_, you mean that it is cheap, unpleasant, or insincere.

9) T \_\_\_\_\_ is backpacking or walking tour.

10) T \_\_\_\_\_ are things that you use when washing or taking care of your body, for example, soap and toothpaste.

11) If you press this button, you will get some p \_\_\_\_\_ or hints to help you solve the puzzle.

12) If you say something is i \_\_\_\_\_, you mean it is absolutely essential and other people or things cannot function without it.

13) The d \_\_\_\_\_ of someone is the place to which he is going or being sent.

14) An i \_\_\_\_\_ is a travel plan which includes the route, the accommodation and the places you are going to visit.

15) An i \_\_\_\_\_ in someone or something is a fault, weakness, or undesirable feature.

2. In the box below are some of the words you have learned in this unit. Complete the following sentences with them. Change the form where necessary.

Text A	Text B
companionship, consumption, endurance, enthusiast, facilitate, flourish, icon, indispensable, perseverance, prevalence, proliferation, sensational	authentic, cheesy, conjure, intent, encounter, Renaissance, seasoned, toiletries

1) Reading the story of Helen Keller makes me understand that \_\_\_\_\_ makes the impossible possible.

2) If you want to do a longer race, such as a half marathon or marathon, you need to switch from medium speed to slow in order to work on your \_\_\_\_\_.

3) She will need \_\_\_\_\_ at times when she is feeling lonely and she may even need practical assistance if any problem arises that she cannot cope with alone.

4) The Paper Scissors Stone Club was founded in England in 1842 and provided an environment where \_\_\_\_\_ could come together and play for honor.

5) Good days can give you happiness while bad days can fetch you experience. Both good days and bad days are \_\_\_\_\_ in our lives.

6) China should shift its growth pattern from investment to \_\_\_\_\_, from enterprises to households.

7) Another factor that had driven down household sizes in the last decade was the \_\_\_\_\_ of mortgages, which allow people to buy their first home with little or no money down.

8) History has taught us that without security and democracy, trade and investment cannot \_\_\_\_\_.

9) With one click of an \_\_\_\_\_, all these tools are launched, with the correct screen geometry, the working directory set, and all files ready to be worked on.

- 10) The concept of objectivity in journalism developed almost a century ago, as a reaction to the \_\_\_\_\_, opinion-driven reporting that was common in most newspapers of the day.
- 11) We can provide resources and \_\_\_\_\_ cooperation in ways that other regional actors cannot replicate or, in some cases, are not trusted to do.
- 12) A commentary points out that in the last decade the \_\_\_\_\_ of type II diabetes has increased by almost a percentage point.
- 13) To many of us, the word “diet” may \_\_\_\_\_ up images of giving up tasty foods and eating only bland foods, or no food at all.
- 14) Their \_\_\_\_\_ was to find out what percentage of the files on each of the computers had not been accessed since their creation.
- 15) Of course, we all \_\_\_\_\_ problems and obstacles every day, but most of them are trivial compared with the problems many people experience.
- 16) These are not \_\_\_\_\_ cultural sites but copies of something that may or may not have ever really existed.
- 17) You would love to initiate a conversation with him but you don’t want to be taken as \_\_\_\_\_, pushy, or desperate.
- 18) The people who have been chosen to join in this project are well-trained and \_\_\_\_\_ professionals.
- 19) Food, beer and DVDs are the most common treats for males, while clothes, magazines and wine topped the list for women along with books, shoes and \_\_\_\_\_.
- 20) Is it better to be a \_\_\_\_\_ man or woman and be good at a lot of different things or to be laser-focused and really great at one specific thing?

#### **Task Four Grammar Consolidation**

1. The following sentences in Text A use subjunctive forms of verbs to express states of unreality. Try to figure out the function of each italicized part.

1) Donkey friend tourism could not have emerged *without the state’s ardent promotion of the tourist industry*.

2) However, it would never have gone beyond the private circles and have become a nationwide fashion trend *if not for the prevalence of the Internet*.

2. Now revise the sentences by using implicit conditional sentences.

1) If it hadn’t been for your help, we couldn’t have succeeded in the experiment. (but for, if not for)

2) If circumstances had been different, I would have approved your travel arrangements. (in)

3) If he had been born in better times, he would have been a scholar. (介词短语)

4) If you had come a few hours earlier, you would have seen the famous writer. (名词+and 结构)

5) If I hadn’t been too busy at that time, I would have called you. (otherwise)

**Task Five Translation**

Translate the following paragraph into English.

坎昆是墨西哥著名旅游城市。位于尤卡坦半岛东北角，加勒比海畔。人口超过 10 万。阳光明媚，海水清澈，沙滩白色细软。坎昆地处热带，全年平均气温为 27.5 度，仅有雨、旱两个季节。7 月至 10 月雨季来临时，这里几乎天天阵雨不断，而当阵雨过后天空放晴时，天际边常会出现一道美丽的彩虹。在玛雅语中，“坎昆”意为“挂在彩虹一端的瓦罐”，被认为是欢乐和幸福的象征。

**Task Six Further Reading Online**

Browse the following websites and find more information about cultural travel.

<http://www.culturaltravel.net/>

[http://en.wikipedia.org/wiki/Cultural\\_tourism](http://en.wikipedia.org/wiki/Cultural_tourism)

<http://icom.museum/programmes/cultural-tourism/>

**Task Seven Second-classroom Activities**

1. Work in groups and design a poster to publicize your travel arrangements in Xinjiang Uygur Autonomous Region at the beginning of this unit.
2. Interview your classmates about their travel experiences and plans.