

18-02 香港旅游业要向哈尔滨学什么？

文章难度：★★★☆☆



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To attract tourists again, Hong Kong must look to Harbin, China's ice capital, for lessons. But could we ever offer that city's warmth?

- The recent success story of Harbin – whose warm and welcoming people play a valuable part – offers important pointers for Hong Kong to

导读

如果问这个冬天哪个城市最火，一定是哈尔滨，没有之一。元旦 3 天假期旅游总收入超 60 亿元，哈尔滨旅游的热度一直火到现在，频上热搜，可以说“高光”不断。

面对各地游客，官方主打一个“有求必应”，有游客说在索菲亚大教堂旅拍的时候，如果有个月亮就更好了，他们就弄了一个大大的人工月亮；有游客说哈尔滨天太冷了，他们就造了很多小暖房子；游客反映想吃冻梨不知道怎么吃，他们就特意弄出了冻梨摆盘。

这种“掏家底”式的细致入微的服务，让游客很暖心，也让哈尔滨赢得了这泼天的富贵。

作为我国另一座传统旅游城市——香港，则在近些年暗淡了很多，种种原因吧，导致内地游客都不愿意去了。这一次香港的旅游专家撰文一篇，号召香港旅游业要向哈尔滨学习，具体要学哪些地方？

下面，让我们一起学习这篇文章：

正文

(加粗：生词难词；红字：固定搭配；色块：语法成分)

主标题：To attract⁽¹⁾ tourists again, Hong Kong must look to⁽²⁾ Harbin, China's ice capital, for lessons⁽³⁾. But could we ever offer that city's warmth⁽⁴⁾?

为了重新吸引游客，香港必须向中国“冰雪之都”哈尔滨学习。但我们能提供像哈尔滨一样的温暖吗？

副标题：The recent success story of Harbin—whose warm and welcoming⁽⁵⁾ people play a valuable⁽⁶⁾ part—offers important pointers⁽⁷⁾ for Hong Kong to consider and emulate⁽⁸⁾

哈尔滨最近的成功故事——其中热情好客的人民发挥了重要作用——为香港提供了值得思考和模仿的重要启示

1.attract: /ə'trækt/ vt.吸引

2.look to: 将目光、注意力转到某人身上 (=look toward)

3.lesson: /'les(ə)n/ n.教训、启示

4.warmth: /wɔ:rmθ/ n.温暖 (来自 warm)

5.welcoming: /'welkəmɪŋ/ adj.好客的 (welcome+ing)

6.valuable: /'væljuəb(ə)l/ adj.有价值的 (value+able)

7.pointer: 英/'pɔɪntə(r)/ 美/'pɔɪntər/ n.提示；建议 (point+er)

8.emulate: /'emjuleɪt/ vt.模仿

① Recently, I came across⁽⁹⁾ exciting news indicating⁽¹⁰⁾ that China's first "internet celebrity" city – a hot destination popular among internet users – of 2024 has emerged⁽¹¹⁾: Harbin, the capital of Heilongjiang province in the country's northeast. The city is renowned for⁽¹²⁾ its annual Harbin Ice

最近，我看到了一则令人兴奋的消息，中国 2024 年首个“网红城市”（即在网友中颇受欢迎的热门目的地）已经诞生：它是中国东北部黑龙江省的省会——哈尔滨。这座城

and Snow Festival, which takes place⁽¹³⁾ for two months from late December to late February.

市以一年一度的冰雪节闻名，冰雪节为期两个月，从 12 月底持续到 2 月底。



9.come across: 遇到

10.indicate: /'indikeit/ vt.表明

11.emerge: 英/ɪ'mɜːdʒ/ 美/ɪ'mɜːrdʒ/ vi.出现

12.be renowned for: 因...而闻名

13.take place: 发生

② Every year, visitors from all over the country flock to⁽¹⁴⁾ Harbin to enjoy the mesmerising⁽¹⁵⁾ ice and snow sculptures⁽¹⁶⁾. As of⁽¹⁷⁾ December 20, 2023, Harbin airport's passenger throughput⁽¹⁸⁾ for the year had already surpassed⁽¹⁹⁾ 20 million, making it the first airport in China's northeast region to reach this milestone⁽²⁰⁾.

每年，来自全国各地的游客都会涌向哈尔滨，欣赏迷人的冰雪雕塑。截至 2023 年 12 月 20 日，哈尔滨机场的旅客吞吐量已超过 2000 万，成为中国东北地区首个达到这一里程碑的机场。

14.flock to: 涌向... (+地点)

15.mesmerising: adj.令人着迷的 (mesmerise: vt.使着迷)

16.sculpture: 英/'skʌltʃə(r)/ 美/'skʌltʃər/ n.雕塑

17.as of: 截至 (+时间点)

18.throughput: /'θruːpɔt/ n.吞吐量、接待量

19.surpass: 英/sə'pa:s/ 美/sər'pæs/ vt.超过

20.milestone: 英/'maɪlstoʊn/ 美/'mailstoon/ n.里程碑
(mile+stone)



③ The winter season has always been a peak⁽²¹⁾ tourist period in northeastern China, but after the 2022 Beijing Winter Olympics, domestic⁽²²⁾ ice and snow tourism has experienced an incredible surge⁽²³⁾. It is worth noting that⁽²⁴⁾ Harbin's rise in popularity cannot be solely⁽²⁵⁾ attributed to⁽²⁶⁾ influencers⁽²⁷⁾ or deliberate⁽²⁸⁾ planning. The popularity of any city is a complex and unpredictable⁽²⁹⁾ phenomenon. Its potential for popularity, the extent to which it may become popular, and even the duration⁽³⁰⁾ of its popularity are all subject to⁽³¹⁾ various random⁽³²⁾ factors.

冬季一直是中国东北地区的旅游高峰，但在 2022 年北京冬奥会之后，国内冰雪旅游经历了令人难以置信的激增。值得注意的是，哈尔滨的爆火不能仅归因于网红或精心策划。任何城市的爆火都是一个复杂且不可预测的现象。其爆火的潜力、爆火的程度、乃至爆火持续的时间，都受到各种随机因素的影响。

21.peak: /pi:k/ adj.高峰的、巅峰状态的 (亦可做名词，山峰)

22.domestic: /də'mestik/ adj.国内的

23.surge: 英/sɜːdʒ/ 美/sɜːrdʒ/ n.猛增

24.it is worth noting that: 值得注意的是...

25.solely: 英/'səʊlli/ 美/'soulli/ adv.单独 (sole+ly)

26.be attributed to: 归因于

27.influencer: /'ɪnflueɪnsə(r)/ n.网红 (来自动词 influence)



- 28.deliberate: /dɪ'libərət/ adj.有意的、故意的
 29.unpredictable: 英/ʌnpri'diktəbl/ 美/ʌnpri'diktəb(ə)l/ adj.
 不可预测的 (un+predict+able)
 30.duration: 英/dju'reiʃn/ 美/du'reiʃn/ n.持续时间
 31.be subject to: 臣服于、受制于、受到...的影响/制约
 32.random: /'rændəm/ adj.随机的

④ Harbin's success story offers valuable lessons for Hong Kong to consider and emulate. However, there are a few fundamental⁽³³⁾ prerequisites⁽³⁴⁾ to bear in mind⁽³⁵⁾. Foremost⁽³⁶⁾ is the adoption⁽³⁷⁾ of a "user mindset"⁽³⁸⁾" by Hong Kong, which entails⁽³⁹⁾ understanding the desires and expectations of tourists and offering products and experiences that cater to⁽⁴⁰⁾ their preferences⁽⁴¹⁾, rather than simply providing what we assume⁽⁴²⁾ they want and hoping for⁽⁴³⁾ their acceptance⁽⁴⁴⁾ and adaptation⁽⁴⁵⁾.

33.fundamental: /'fʌndə'ment(ə)l/ adj.基本的、根本的

34.prerequisite: /'pri:rekwəzit/ n.前提

35.bear in mind: 牢记

36.foremost: 英/'fɔ:məʊst/ 美/'fɔ:rmoʊst/ adj.首要的

37.adoption: 英/ə'dɔ:pʃn/ 美/ə'da:pʃ(ə)n/ n.采纳、采取 (来自动词 adopt)

38.mindset: /'maɪndset/ n.心理定势、心态

39.entail: /'mteil/ vt.使...必须、必然

40.cater to: 符合

41.preference: /'prefrəns/ n.偏好

42.assume: 英/ə'sju:m/ 美/ə'su:m/ vt.假定

43.hope for: 希望、期待

44.acceptance: /ək'septəns/ n.接受 (来自动词 accept)

45.adaptation: 英/ædæp'teɪʃn/ 美/ædæp'teɪʃ(ə)n/ n.适应 (来自动词 adapt)

哈尔滨的成功故事为香港提供了值得思考和模仿的宝贵经验。然而，有几个基本前提需要记住。首先是香港需要采取一种“用户心态”，这意味着要理解游客的愿望和期待，并提供符合他们偏好的产品和体验，而不仅仅是提供我们认为他们想要的东西，并希望他们接受和适应。



⑤ This principle⁽⁴⁶⁾ becomes even more crucial⁽⁴⁷⁾ in the age of social media and global travel. In today's tourism landscape⁽⁴⁸⁾, people no longer⁽⁴⁹⁾ merely seek out⁽⁵⁰⁾ popular attractions⁽⁵¹⁾ for the sake of⁽⁵²⁾ checking them off a list⁽⁵³⁾; they closely value the overall⁽⁵⁴⁾ experience throughout their journey. By focusing on providing memorable⁽⁵⁵⁾ and fulfilling⁽⁵⁶⁾ experiences, Hong Kong can enhance⁽⁵⁷⁾ its appeal⁽⁵⁸⁾ and attract a broader range of travellers.

46.principle: /'prɪnsəp(ə)l/ n.原则

47.crucial: /'kru:ʃ(ə)l/ adj.至关重要的

在社交媒体和全球旅行的时代，这一原则变得更加重要。在当今的旅游格局中，人们不再仅仅为了打卡热门景点而寻找景点；他们非常重视整个旅程中的总体体验。通过致力于提供难忘和满足的体验，香港可以提升其吸引力，吸引更广泛的旅客。

48.landscape: /'lændskeip/ n.格局（也可以表示“大面积的风景”）
 49.no longer: 不再
 50.seek out: 寻找
 51.attraction: /ə'trækʃ(ə)n/ n.景点（也可以表示抽象的“吸引”）
 52.for the sake of...: 为了...
 53.check...off a list: 把...从列表中勾选掉
 54.overall: 英/əʊvər'ɔ:l/ 美/əʊvər'ɔ:l/ adj.总体的
 55.memorable: /'memərəb(ə)l/ adj.难忘的
 56.fulfilling: /'fʊl'filɪŋ/ adj.满足的 (fulfill+ing)
 57.enhance: 英/in'hæns/ 美/in'hæns/ vt.提升
 58.appeal: /ə'pi:l/ n.魅力、吸引力（亦可作动词，吸引）

⑥ For instance, Harbin has **constructed**⁽⁵⁹⁾ a large **artificial**⁽⁶⁰⁾ moon, allowing tourists to capture better pictures without relying on⁽⁶¹⁾ **portable**⁽⁶²⁾ **lighting**⁽⁶³⁾. The city has also **erected**⁽⁶⁴⁾ small warm houses to provide **comfort**⁽⁶⁵⁾ for tourists from southern China who may feel **unaccustomed**⁽⁶⁶⁾ to the colder climate. Hong Kong cannot solely continue **with business as usual**⁽⁶⁷⁾ in the highly **competitive**⁽⁶⁸⁾ tourist market.

59.construct: /kən'strʌkt/ vt.建造
 60.artificial: 英/ə:tɪ'fɪʃ(ə)l/ 美/ə:rtrɪ'fɪʃ(ə)l/ adj.人造的
 61.rely on: 依赖
 62.portable: 英/'pɔ:təb(ə)l/ 美/'pɔ:rtəb(ə)l/ adj.便携式
 63.lighting: /'laɪtɪŋ/ n.照明设备
 64.erect: /ɪ'rekt/ vt. 建立；建造
 65.comfort: 英/'kʌmfət/ 美/'kʌmfərt/ n.舒适（形容词：comfortable）
 66.unaccustomed: /ʌnə'kʌstəmd/ adj.不习惯的 (un+accustom+ed)
 67.business as usual: 一切如常
 68.competitive: /kəm'petətɪv/ adj.竞争激烈的 (名词：competition 竞争)

例如，哈尔滨建造了一个大型人造月亮，让游客在不依赖便携式照明的情况下拍摄更好的照片。这座城市还建造了小型的暖屋，为可能不习惯寒冷气候的南方游客提供舒适。香港不能在竞争激烈的旅游市场中仅仅维持原有的经营模式。



⑦ To **facilitate**⁽⁶⁹⁾ the **consumption**⁽⁷⁰⁾ of Harbin's popular frozen pears, the city has even introduced frozen pear **platters**⁽⁷¹⁾, making it more convenient for tourists to **savour**⁽⁷²⁾ the **delicacy**⁽⁷³⁾. These **meticulous**⁽⁷⁴⁾ details **play a significant role** in **ensuring**⁽⁷⁵⁾ that tourists feel warmly embraced, **cared for** and respected. **Consequently**⁽⁷⁶⁾, their positive experiences are widely shared on the internet, **contributing to**⁽⁷⁷⁾ Harbin's

为了方便游客品尝热门的冻梨，哈尔滨甚至引入了冻梨摆盘，使游客更方便地品尝这一美食。这些细节在确保游客感到温暖、关怀和尊重方面发挥着重要作用。因此，游客们在网上广泛分享的正面的体验，助力哈尔滨成为“网红城市”。

"internet celebrity" city status.

- 69.facilitate: /fə'siliteɪt/ vt.为...提供便利；促进、推动
- 70.consumption: /kən'sʌmpʃ(ə)n/ n.食用（也可以表示“消费”）
- 71.platter: 英/'plætə(r)/ 美/'plætər/ n.大盘子
- 72.savour: 英/'seivə(r)/ 美/'servər/ vt.品尝、尽情享受
- 73.delicacy: /'delɪkəsi/ n.美味、佳肴（形： delicious）
- 74.meticulous: /mə'tɪkjələs/ adj.细致入微的、一丝不苟的
- 75.ensure: 英/in'ʃʊə(r)/ 美/in'sør/ vt.确保
- 76.consequently: 英/'kɔnsɪkwəntli/ 美/'ka:nswəntli/ adv.因此（consequent+ly）
- 77.contribute to: 导致、造成、有助于



⑧ In today's era of social media, tourists **reign**⁽⁷⁸⁾ as the kings and queens of the internet **realm**⁽⁷⁹⁾. To **win** them over⁽⁸⁰⁾, we need to **adhere to**⁽⁸¹⁾ the norms⁽⁸²⁾ and expectations **prevalent**⁽⁸³⁾ in the realm of social media.

- 78.reign: /reɪn/ vt.统治
- 79.realm: /relm/ n.领域
- 80.win sb. over: 把某人争取过来
- 81.adhere to: 遵循
- 82.norm: /nɔ:rm/ n.标准
- 83.prevalent: /'prevələnt/ adj.流行的；普遍存在的 (=common, widespread)

在当今社交媒体时代，游客作为互联网领域的国王和王后而存在。为了赢得他们的青睐，我们需要遵循社交媒体领域普遍存在的规范和期待。

⑨ However, it is important to recognise⁽⁸⁴⁾ that even after a city becomes popular, it does not **imply**⁽⁸⁵⁾ **perfection**. In fact, **flaws**⁽⁸⁶⁾ and challenges may become **magnified**⁽⁸⁷⁾ under the **intense**⁽⁸⁸⁾ **scrutiny**⁽⁸⁹⁾ **brought about**⁽⁹⁰⁾ by increased attention. Hence, the government, tourism officials and operators should **consistently**⁽⁹¹⁾ **enhance** their services. It is impossible to **satisfy** everyone, and every city will **invariably**⁽⁹²⁾ **possess**⁽⁹³⁾ its own set of **shortcomings**⁽⁹⁴⁾. The key **lies in** the attitude and efficiency⁽⁹⁵⁾ with which problems are **addressed**⁽⁹⁶⁾.

- 84.recognise: /'rekəgnائز/ vt.认识到
- 85.imply: /ɪm'plaɪ/ vt.意味着
- 86.flaw: /fləʊ:/ n.缺陷
- 87.magnify: /'mægnɪfaɪ/ vi.放大
- 88.intense: /ɪn'tens/ adj.严密的
- 89.scrutiny: /'skru:təni/ n.审视（动： scrutinize）
- 90.bring about: 引起、导致

然而，认识这点很重要：即使一座城市爆火了，也并不意味着它完美无缺。实际上，关注度增加会带来严密的审视，它的缺陷和挑战可能会被放大。因此，政府、旅游官员和运营人员应持续提升他们的服务。你无法让每个人满意，每个城市也都有自己的不足之处，关键在于以何种态度和效率来解决问题。

- 91.consistently: /kən'sɪstəntli/ adv. 一貫地，始终
(consistent+ly)
- 92.invariably: 英/m'veəriəblɪ/ 美/m'veriəblɪ/ adv. 总是，永远，
始终 (in+vary+able+ly)
- 93.possess: /pə'zes/ vt. 拥有
- 94.shortcoming: 英/'ʃɔ:tkmɪŋ/ 美/'ʃɔ:rtkʌmɪŋ/ n. 不足之处
- 95.efficiency: /'fɪʃ(ə)nsi/ n. 效率 (形: efficient)
- 96.address: /ə'dres/ vt. 处理、解决

⑩ Hong Kong cannot solely continue with business as usual in the highly competitive market. To **thrive**⁽⁹⁷⁾, it must **sincerely**⁽⁹⁸⁾ enhance its services and **prioritise**⁽⁹⁹⁾ the **genuine**⁽¹⁰⁰⁾ needs of tourists. By doing so, the city can capture the hearts of visitors and **establish**⁽¹⁰¹⁾ itself **not only** as an "internet celebrity" city **but also** as a **long-term**⁽¹⁰²⁾ popular destination.

- 97.thrive: /θraɪv/ vi. 蓬勃发展
- 98.sincerely: 英 /sɪn'sɪəli/ 美 /sɪn'sɪrlɪ/ adv. 真诚地
(sincere+ly)
- 99.prioritise: 英/prai'prətaɪz/ 美/prai'ɔ:rətaɪz/ vt. 给予...优先权 (来自 priority 优先级)
- 100.genuine: /'dʒenjuːn/ adj. 真正的
- 101建立: /ɪ'stæblɪʃ/ vt. 建立；使立足/稳固
- 102.long-term: adj. 长期的

香港不能在竞争激烈的市场中仅仅维持原有的经营模式。为了蓬勃发展，它必须真诚地提升服务质量，并优先考虑游客的真实需求。通过这样，它才能赢得游客的心，不仅能作为一座“网红城市”，而且能成为一个长期热门目的地。

⑪ A recent incident in Harbin **serves as**⁽¹⁰³⁾ a valuable lesson, **highlighting**⁽¹⁰⁴⁾ the significance⁽¹⁰⁵⁾ of both attention to detail and a **heartfelt**⁽¹⁰⁶⁾ approach. With the recent **upsurge**⁽¹⁰⁷⁾ in tourist arrivals, many travellers **encountered**⁽¹⁰⁸⁾ difficulties in **securing**⁽¹⁰⁹⁾ taxis or **ride-hailing**⁽¹¹⁰⁾ services. In response, the local residents demonstrated remarkable **unity**⁽¹¹¹⁾ and organised a **fleet of**⁽¹¹²⁾ about 300 private vehicles, providing **complimentary**⁽¹¹³⁾ **rides**⁽¹¹⁴⁾ to tourists.

- 103.serve as: 作为
- 104.highlight: /'haɪlaɪt/ vt. 强调、突出 (high+light)
- 105.significance: /sɪg'nɪfɪkəns/ n. 重要性 (形: significant)
- 106.heartfelt: 英 /'ha:tfelt/ 美 /'ha:rtfelt/ adj. 走心的
(heart+felt)
- 107.upsurge: 英 /'ʌpsɜ:dʒ/ 美 /'ʌpsɜ:rdʒ/ n. 激增、猛增
(=surge)
- 108.encounter: 英 /ɪn'kaʊntə(r)/ 美 /ɪn'kaʊntər/ vt. 遇到
(=come across)

哈尔滨最近一个例子就是一个宝贵的启示，突出了注重细节和真诚服务的重要性。随着最近游客人数的激增，许多游客在打车或网络叫车服务方面遇到了困难。当地居民团结一致，组织了一支约 300 辆私家车的车队，为游客提供免费乘车服务。



- 109.secure: 英 /sə'kjʊə(r)/ 美 /sɪ'kjʊər/ vt. (好不容易) 弄到、获得
- 110.ride-hailing: adj. (网络) 叫车
- 111.unity: /'ju:nəti/ n. 团结
- 112.a fleet of: 一对
- 113.complimentary: 英 /kɒmplɪ'mentri/ 美 /kə:mplɪ'mentri/ adj. 免费的
- 114.ride: /raɪd/ n. 乘车

⑫ This heartwarming⁽¹¹⁵⁾ account⁽¹¹⁶⁾ quickly spread, further amplifying⁽¹¹⁷⁾ the touching⁽¹¹⁸⁾ aspect of the Harbin story. Despite the city's freezing climate, its residents work diligently⁽¹¹⁹⁾ to create a warm and welcoming environment for their guests. Hong Kong would benefit from⁽¹²⁰⁾ drawing⁽¹²¹⁾ inspiration⁽¹²²⁾ from Harbin's example by placing greater emphasis on⁽¹²³⁾ attention to detail and sharing genuine warmth in embracing visitors.

115.heartwarming: 英 /'ha:t,wɔ:minŋ/ 美 /'ha:rt,wɔ:rminŋ/ adj. 暖心的

116.account: /ə'kaʊnt/ n. 描述

117.amplify: /'æmplɪfaɪ/ vt. 放大 (=magnify)

118.touching: /'tʌtʃɪŋ/ adj. 感人的

119.diligently: /'dilidʒəntli/ adv. 勤奋地；勤勉地

120.benefit from: 从...受益

121.draw: /drɔ:/ vt. 吸取 (drawer: n. 吸管)

122.inspiration: /,ɪnspə'reɪʃ(ə)n/ n. 灵感

123.place emphasis on: 重视

这个暖心的故事迅速传播开来，进一步放大了哈尔滨故事的感人之处。尽管这个城市的气候寒冷，但当地居民勤勉地服务，为来宾创造了一个温暖和舒适的环境。如果香港从哈尔滨的例子中汲取灵感，并更加注重细节以及真诚地拥抱游客，那么香港将会从中受益。

香港旅游业 要向哈尔滨 学什么？

一、总体介绍哈尔滨在旅游业上取得的成绩 (1-3)
Overview of the achievements that Harbin has made in the tourism industry.

二、分析为啥哈尔滨这次
爆火了？ (4-9)
Analyzing the reasons
for Harbin's rise in
popularity this winter.

1. 用户心态的重要性 (4-5)
The importance of the "user mindset".

2. 体现哈尔滨“用户心态”的几个小细节 (6-7)
Several details reflecting Harbin's "user mindset".

3. 遵循互联网的原则：用户至上 (8-9)
Adhering to internet principles: A user-centric approach.

三、香港需要学习哈
尔滨的哪些精髓?
(10-12)
What essential
aspects does Hong
Kong need to learn
from Harbin?

1. 不能吃老本，需要提升服务质量态度 (10)
Avoid resting on past achievements and focus on improving service quality
and attitude.

2. 用哈尔滨私家车的例子体现关注细节和走心服务的重要性 (11)
Using the example of private vehicles in Harbin to emphasize the
significance of both attention to detail and a heartfelt approach.

3. 再次号召香港学习哈尔滨，将受益无穷 (12)
Urging Hong Kong once again to learn from Harbin for innumerable benefits.

| 重点表达中英文例句 | |
|--|---|
| 1.emulate: vt.效仿、努力赶上 | Sons are traditionally expected to <u>emulate</u> their fathers. 传统上认为儿子应该效仿他们的父亲。 |
| 2.come across: 遇到 (=encounter) | I <u>came across</u> a long-lost friend in the street. 我在街上遇到了一位失联很久的朋友。 |
| 3.be renowned for: 因…而闻名 (=be famous for) | This building <u>is renowned for</u> its unique design. 这座建筑以它独特的造型闻名。 |
| 4.flock to: 涌入 | An army of migrant workers <u>flock to</u> big cities to seek better lives. 大量农民工涌入大城市谋求更好的生活。 |
| 5.as of: 截至、从...起 | 1) <u>As of</u> July 1, the new law will take effect. 从 7 月 1 日起，新法将实施。 2) <u>As of</u> May 1, the total sales were \$1 million. 截止 5 月 1 日，总销售额达 100 万美元。 |
| 6.it is worth noting that...: 值得注意的是 | <u>It is worth noting that</u> a barking dog never bites. 值得注意的是，虚张声势的人只是外强中干。 |
| 7.be attributed to: 归因于 | Your success cannot <u>be</u> solely <u>attributed to</u> yourself. The team also plays a part. 你的成功不能只归因于你自己，团队也起了作用。 |
| 8.be subject to: 臣服于、受制于、受到...的影响/制约 | Prices <u>are subject to</u> supply-demand relations. 价格受到供求关系影响。 |
| 9.prerequisite: n.前提、先决条件 | Confidence <u>is a prerequisite</u> for success. 自信是成功的一个先决条件。 |
| 10.bear ...in mind: 牢记于心 | We must <u>bear in mind</u> these lessons. 我们要牢记这些教训。 |
| 11.entail: (牵扯一些无法被避免的事情) 使...成为必须 (需要...) | The job <u>entails</u> a lot of hard work. 这份工作需要付出大量的辛勤努力。 |
| 12.cater to: 迎合 | We can't blindly cater to customers' demands. 我们不能一味迎合客户的需求。 |

| | |
|--|--|
| 13.hope for: 期待（尤其指希望某事按照自己的意愿发生） | Let's <u>hope for</u> the best and plan for the worst. 让我们抱最好的希望，做最坏的打算。 |
| 14.for the sake of: 为了 | Do not play in the water <u>for the sake of</u> your safety. 为了您的安全，请不要下水嬉戏。 |
| 15.check/tick...off a list: 从一个列表中把...勾选（划去） | I <u>checked</u> several internet-famous restaurants <u>off a list</u> last week. 我上周打卡了几家网红餐馆。 |
| 16.adhere to: 遵循 | We need to <u>adhere to</u> basic moral standards. 我们需要遵守基本的道德标准。 |

典型语法

1. 各种“同位语”

China's first "internet celebrity" city—[a hot destination popular among internet users](#)（是“'internet celebrity' city”的同位语）—of 2024 has emerged: [Harbin](#)（是“China's first "internet celebrity" city of 2024”的同位语）, [the capital of Heilongjiang province in the country's northeast](#)（是“Harbin”的同位语）

2. “带逻辑主语的不定式短语”作定语或状语

- 1) Harbin's success story offers valuable lessons 【for Hong Kong to consider and emulate】（定语）
- 2) the city has even introduced frozen pear platters, making it more convenient 【for tourists to savour the delicacy】（状语）

3. 可以视为“插入语”的部分

…rather than simply providing what 【we assume】(可视为插入语) they want...

4. 典型长难句

However, it (形式主语) is important {to recognise 【that <even after a city becomes popular> (时间状语从句), it does not imply perfection】 (宾语从句) } (真实主语)

5. 分词做状语

- 1) Harbin airport's passenger throughput for the year had already surpassed 20 million, 【making it the first airport in China's northeast region to reach this milestone】
- 2) the city has even introduced frozen pear platters, 【making it more convenient for tourists to savour the delicacy】.
- 3) their positive experiences are widely shared on the internet, 【contributing to Harbin's "internet celebrity" city status】
- 4) A recent incident in Harbin serves as a valuable lesson, 【highlighting the significance of both attention to detail and a heartfelt approach】
- 5) local residents demonstrated remarkable unity and organised a fleet of about 300 private vehicles, 【providing complimentary rides to tourists】
- 6) This heartwarming account quickly spread, 【further amplifying the touching aspect of the Harbin story】

课后练习

一、请用英语回答“课前思考题”

1. 哈尔滨在旅游业取得了怎样的成绩？（What achievements has Harbin made in the tourism industry?）

2. 香港最需要学习哈尔滨的一点是什么？（What is the most crucial thing that Hong Kong needs to learn from Harbin?）

3. 为了提升游客体验，哈尔滨有哪些细节做得很好？（What details has Harbin excelled in to enhance the tourist experience?）

二、根据文中重点短语，将下列句子翻译成英文

1. 实施新政策将需要对所有员工进行培训，了解更新的流程。

2. 我们应该为了环保而节约用水。

3. 值得注意的是，文化的多样性丰富了我们社会的面貌。

三、根据文中重点语法，选择合适的选项

1. —It's thirty years since we last met.

—But I still remember the story, believe it or not, _____ we got lost on a rainy night.

- A. which B. that C. what D. when

2. With a lot of difficult problems _____, the newly-elected president is having a hard time.

- A. settled B. setting
C. to settle D. being settled

3. Dina, _____ for months to find a job as a waitress, finally took a position at a local advertising agency.

- A. struggling B. struggle
C. having struggled D. to struggle

参考答案

一、课前思考题的参考答案

1. As of December 20, 2023, Harbin's airport's passenger throughput for the year had already surpassed 20 million, making it the first airport in China's northeast region to reach this milestone. And it has become China's first "internet celebrity" city of 2024. (截至 2023 年 12 月 20 日，哈尔滨机场的旅客吞吐量已超过 2000 万，成为中国东北地区首个达到这一里程碑的机场。)

2. The foremost thing Hong Kong should learn from Harbin is the adoption of a "user mindset", which entails understanding the desires and expectations of tourists and offering products and experiences that cater to their preferences. Attention to detail and a heartfelt approach is the key. (香港应该向哈尔滨学习的首要之事是采取一种“用户心态”，这意味着要理解游客的愿望和期待，并提供符合他们偏好的产品和体验。对细节的关注和真诚的服务态度是关键。)

3. For example, Harbin has constructed a large artificial moon, allowing tourists to capture better pictures without relying on portable lighting. The city has also erected small warm houses to provide comfort for tourists from southern China who may feel unaccustomed to the colder climate. What's more, the city has even introduced frozen pear platters, making it more convenient for tourists to savour the delicacy. Last but not least, in response to difficulties in securing taxis or ride-hailing services, the local residents organised a fleet of about 300 private vehicles, providing complimentary rides to tourists. (例如，哈尔滨建造了一个巨大的人造月亮，让游客可以在不依赖便携式照明的情况下拍摄更好的照片。这座城市还建造了小型暖房，为来自中国南方的游客提供舒适，这些游客可能不习惯更冷的气候。此外，哈尔滨还推出了冻梨拼盘，让游客更方便地品尝到美味。最后，当地居民组织了一支由约 300 辆私家车组成的车队，为游客提供免费乘车服务，以应对出租车或网约车服务的困难。)

二、翻译题的参考答案

1. Implementing the new policy will entail training all employees on the updated procedures.

2. We should conserve water for the sake of the environment.

3. It is worth noting that cultural diversity enriches the fabric of our society.

三、选择题的参考答案

1.B 通过对句子的分析可知，believe it or not 是插入语，在此句中 that 引导的是 the story 的同位语从句。

2.C “新入选的总统日子不好过”是因为“有良多问题要解决”，表示“有…要…”用不定式作定语。

3.C 此处分词短语作时间状语，其逻辑主语 Dina 与 struggle 为主动关系，故排除 B 项。由句中的 finally 可知非谓语动词表示的动作发生在句中谓语 took a position 之前，故用现在分词的完成主动式。

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逐词逐句 透析外刊



| | |
|----|-------------------|
| 课时 | 20次课，每次2.5h精讲 |
| 内容 | 回放，朗读，翻译，要点，结构，例句 |
| 师资 | 侃哥亲授 |
| 福利 | 预习+答疑 |
| 人群 | 职场提升、英语爱好 |