

高职高专“十二五”规划教材·**旅游类**

◎主 编 卢凤萍 姜丽娟

导游情景英语

Tourist class

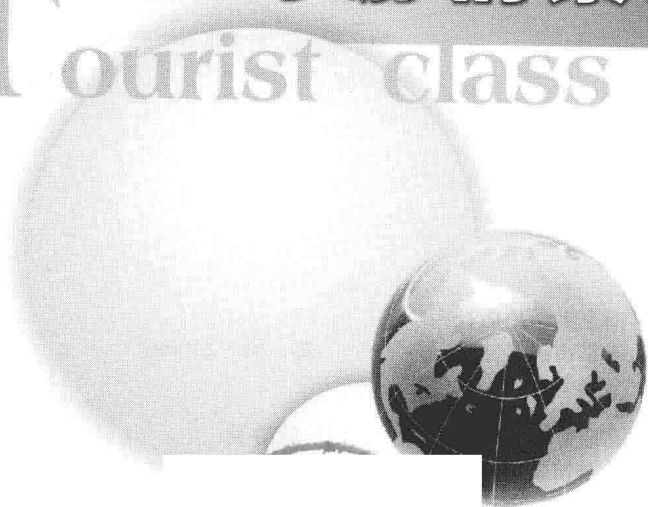


南京大学出版社

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◎主 编 卢凤萍 姜丽娟

◎副主编 沈 玲 顾 菁 曹小芹 丁 琳



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前言

2014年8月发布的《国务院关于促进旅游业改革发展的若干意见》中指出今后我国将“大力拓展入境旅游市场”，在此形势下英语导游人才将愈加显得重要，《意见》还提出“加强人才队伍建设”的战略要求，并明确“大力发展旅游职业教育”。作为旅游职业教育人才培养的重要队伍，英语导游更是脑体高度结合，难度大、责任重！英语导游人员的素质提升关乎着我国旅游业的进一步发展。培养优秀的英语导游，一直是旅游院校的重难点工作之一。导游服务具有规范性、程序性、复杂性的特点，英语导游除了工作按照既定要求和标准，更需要娴熟掌握提供日常生活服务和跨文化讲解服务的英语功底。鉴于这两方面的需求，以能力为本位，以职业实践为主线，以项目课程为主体的模块化课程体系的优点得以凸显。正是遵循新课改的理念，根据我国旅游业对人才的培养标准，编者结合担任导游资格考试评委以及多年英语导游实践经历和教学实践，编写了这本教材。总体而言，本书主要具有以下鲜明特点：

首先，结构合理，层次清晰。本书深入贯彻“项目课程”理念，建构了项目、模块、工作任务层层相扣的新体例。“项目”是英语导游服务工作的重要职业领域；“模块”是达成职业领域要求的具体工作职能；“工作任务”是职能实施的步骤和环节。三者皆依据现实带团需要和步骤，紧密结合，期望学习者依循工作任务的要求，扎实学习，努力实践，从而完成各模块所规定的工作任务，最终培养各项目所指代的职业领域的实践能力。每一模块后的“知识链接”、“延伸阅读”部分有利于学习者拓展知识面，加深对于各实践任务的深入理解；“自我检测”则提供给学习者更多自我完善的机会。随着今后行业的不断成熟和发展，这部分内容还会做出相应调整，力求人才培养与行业需求保持一致。

其次，任务明确，脉络分明。本书把英语导游服务主要划分为十大项目，这十大项目从接团开始至送团结束，严格按照导游服务工作流程进行，每一步都科学合理、符合规范、有理可依。另外，在本书的附录部分，我们整理和归纳了英语导游必备和常用的相关基础知识内容，以求点出对英语导游在跨文化交流方面独特知识储备的相关要求。

再者，结合实际，重在应用。一个优秀的英语导游不仅能流利地进行讲

解,而且在团队出现问题需要处理时,也能独当一面予以协调,这样外宾才能真正形成对导游的信赖和欣赏。因此在设计内容时,本书特别注意加入对各种旅游故障及特殊要求的处理方法及实用对话,以期切实提高英语导游的综合能力。此外,本书还加入了邮轮旅游等与时俱进的最新业内动态,希望对英语导游需要不断了解新变化和学习新生事物,拓展自身知识面,以便为旅游者提供最前沿的讲解服务有抛砖引玉之用。

本书的编写得到了南京旅游职业学院、苏州经贸职业学院、南京城市职业学院领导和同事的大力支持,谨表示衷心的感谢。此外,在本书的编撰过程中还查阅、参考了大量相关资料(参考文献附于书后),谨向相关作者表示诚挚的敬意!

同时,我们感谢那些多年来与我们并肩合作的旅游业同志们,感谢那些我们曾遇见过并相伴过的导游同仁们,也感谢那些与我们有着深深浅浅美好缘分的游客,更感谢大好河山赋予我们的仁与智的启迪。快乐是永远的稀缺资源,导游就是要将旅游的快乐尽情地展现给每一个旅游者,希望这本教材不仅仅是职业技能技巧的展现,也同样能够唤醒从业者的激情,共同去探寻旅游科学的魅力。

英语导游服务工作任重道远,相关内容丰富多彩,书中难免有疏漏和不足之处,恳请读者提出宝贵意见。

编 者

2015年7月

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项目一 接团服务



Situation Lead-in

The tour guide can be divided into 4 kinds: the tour leader, the national guide, the local guide and the scenery guide. The tour leader is the person who is from the travel agency which organizes the group, his task is to lead the group from and back their resident places, and coordinate the relationship of the guests, national guide even the local guide. The national guide is the person who meets the guests in his own country, and shows the guests to the different places according to the itinerary, he must coordinate with the tour leader and the local guide. The local guide is the guide who meets the guests in his own city or county, arranges the accommodation for the guests, introduces the scenery to the guests, and offers other services according to the itinerary. He must coordinate well with the tour leader and the national guide. The scenery guide is the guide who introduces the scenery to the guests. As usual, the national guide and the local guide will meet the guests at the airport and railway station, before doing that they should do some preparations, such as the tour guide certificate, the itinerary (the task sheet), the flag of the travel agency, the sign to meeting the guest, the speaker, money for ticket, meal, lodging, some personal belongings, etc.



Situational Dialogues

模块一 接站服务

Dialogue 1

Meeting Guests at the Airport

A local guide from CYTS^① is at the Shuttle Bus Pick-up Point^② at the Nanjing Lukou International Airport^③. When a travel group comes he greets smilingly a lady, the tour leader.

Local guide: Excuse me, are you Ms. Smith from Australia's World Trade?

Linda Smith: Yes, I'm Linda Smith.

Local guide: Nice to meet you, Ms. Smith. I'm Li Lei, your local guide from China Youth Travel Service.

Linda Smith: Nice to meet you, too.

Local guide: Welcome to Nanjing. Did you have a good trip?

Linda Smith: Yes, quite pleasant. It's very kind of you to come to meet us.

Local guide: My pleasure. Is everyone in the group here?

Linda Smith: Yes, a party of thirty^④.

Local guide: Good. Let's go to the hotel first. The shuttle bus is just waiting outside.

Linda Smith: That's fine.

Local guide: This way, please.

NOTES

① CYTS: China Youth Travel Service, 中国青年旅行社, 现已变更为“中国青旅股份控股有限公司”

CITS: China International Travel Service, 中国国际旅行社

CTS: China Travel Service, 中国旅行社

② Shuttle Bus Pick-up Point: 机场巴士服务柜台

③ Nanjing Lukou International Airport: 南京禄口国际机场

④ a party of: 一行总共……人

Dialogue 2

Meeting Guests at the Railway Station

Wang Hui, a local guide from the CTS, goes to the Nanjing Railway Station to pick up Mr. Milton.

W: Wang Hui M: Mr. Milton

W: Excuse me, you are Mr. Milton from the OK Trading Company, aren't you?

M: Yes, David Milton.

W: My name is Wang Hui. I am from CTS. I am here to meet you.

M: How do you do?

W: How do you do? Welcome to Nanjing.

M: I've heard a lot about^① this city and now I can see it with my own eyes.

W: I hope you'll enjoy your stay here.

M: I'm sure I will.

W: Is it all your baggage?

M: Yes, my things are all in the suitcase.

W: Let me help you with your suitcase, Mr. Milton.

M: No, don't bother.^② I can manage.^③ Thank you.

W: Well, we have a limousine^④ over there to take you to the hotel.
This way, please.

M: Wonderful. I need a rest.

NOTES

① hear about: 听说

② Don't bother. 不必麻烦。

③ I can manage. 我能应付。

④ limousine n. 豪华轿车

模块二 处理行李问题

Dialogue 1

Luggage is Missing

L: Tour Leader; S: Stewardess; T: Tourist

L: Excuse me, Miss.

S: Yes, may I help you?

L: I'm Charley Li, the tour leader of CITS. One of our group members left his briefcase in the departure lounge at the airport.

S: If you can give me a description, I'll have our ground personnel^① try to locate it for you.

T: It's a light brown leather case. It has my name on it, too—K. X. Wang. It also has my address in Nanjing. I'll need it in Switzerland. It contains some important business papers.

S: Are you sure you left it in the departure lounge?

T: Yes, I'm sure now. When our flight was announced, I left it by the cigarette counter. I had just bought a carton of cigarette to take with me on the trip.^②

S: I'm quite sure we can find it then. Can you give me the name of your hotel?

L: Yes. We'll be staying at the Genevese Hilton Hotel for three days.

S: We'll probably get it on tomorrow's flight. When it arrives in Geneva, we'll contact you at the Hilton.

L: Thank you, Miss. I really appreciate your help. We'll write down both of our names for you with the name of our hotel and the exact dates we'll be staying there.

NOTES

① ground personnel/ground service agent: 地勤服务员

② I had just bought a carton of cigarette to take with me on the trip.
我那时刚买了一条烟准备路上抽。

Dialogue 2

Luggage is Misplaced

L: Tour Leader; G: Ground Service Agent; C: Airline Clerk

L: Excuse me, where is the counter for lost baggage?

G: It's at the far end of the baggage claim area.

L: Thank you.

C: Good afternoon. May I help you?

L: We've been waiting in the baggage claim area for one hour, but some of our group members still can't find their luggage.

C: What kind of luggage?

L: One big black suitcase and two blue backpacks.

C: May I know your airline company and the flight number?

L: It's Dragonair. The flight number is 312.

C: Do you have the baggage claim tags?

L: Yes. Here you are.

C: Just a minute, please. Let me check. I am sorry. Your luggage was probably misplaced on Flight KA 311 in Hong Kong.

L: What should I do now?

C: Would you please fill out this form and leave your address and phone number where we can contact you.

L: When can we get the information?

C: About 8 o'clock tonight. Once we find your luggage, we'll contact you as soon as possible.

L: Do we have to come here again?

C: No. We will deliver them to where you are staying.

L: OK. We'll be in the downtown for two days. But what if our luggage was damaged?

C: Then, we will give you reasonable compensation for it.^①

L: So, that's it?

C: Yes, that's it. We are terribly sorry for the inconvenience.^②