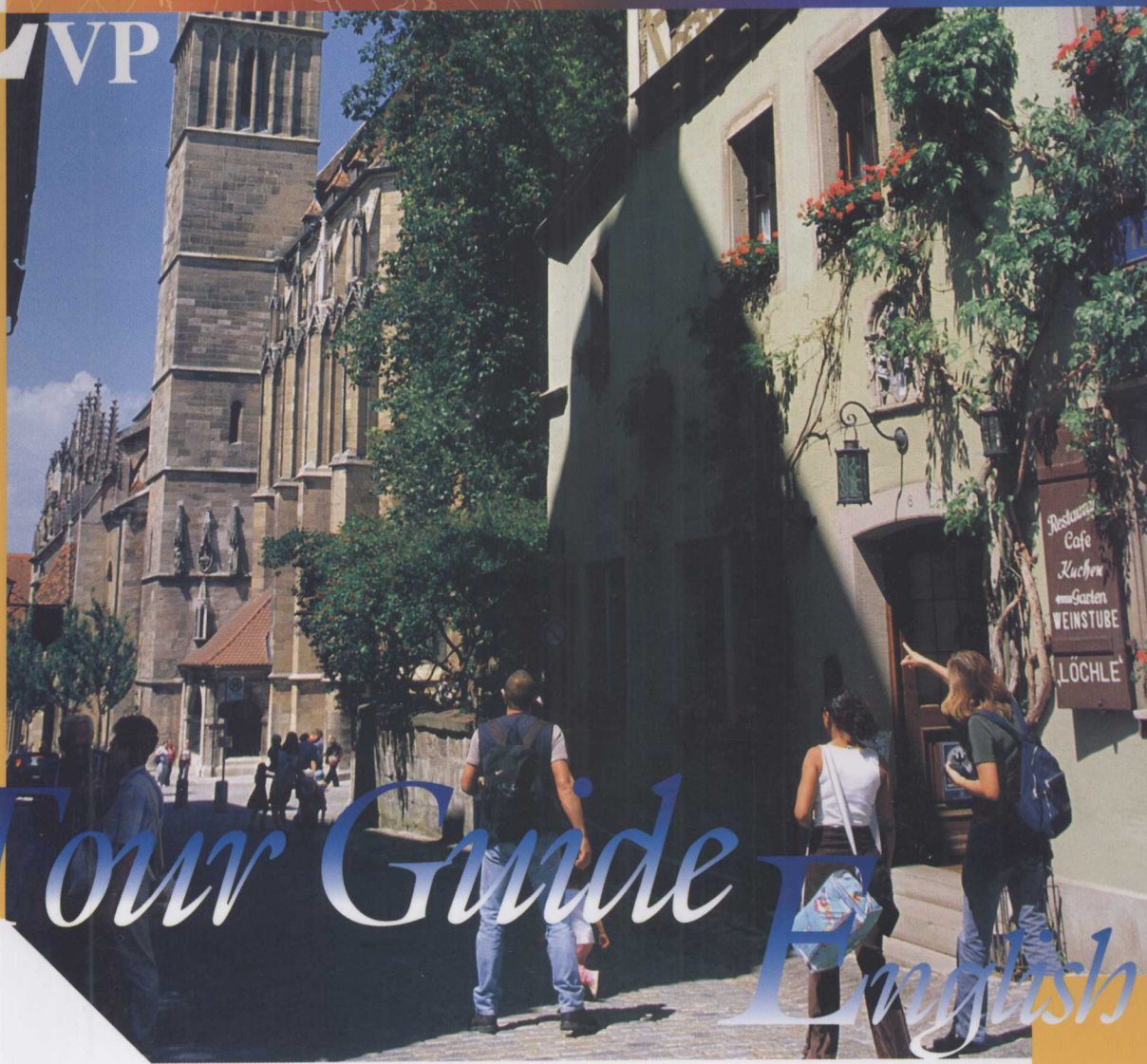


全国职业技能英语系列教材

总主编 丁国声

ETVP



Tour Guide English

导游英语

王哲 主编



北京大学出版社
PEKING UNIVERSITY PRESS

全国职业技能英语系列教材

第2版(9787301200829)

0.8008, 并编出学大京北, 京北一, 编生哲王\新英语学

TOUR GUIDE ENGLISH

导游英语

主 编 王 哲
副主编 李 佳 仇明春
编 委 冯永红 刘凯丽 马慧东



北京大学出版社
PEKING UNIVERSITY PRESS

图书在版编目(CIP)数据

导游英语/王哲主编. —北京:北京大学出版社,2008.9

(全国职业技能英语系列教材)

ISBN 978-7-301-13830-4

I. 导… II. 王… III. 导游—英语—职业教育—教材 IV. H31

中国版本图书馆 CIP 数据核字(2008)第 067924 号

书 名: 导游英语

著作责任者: 王 哲 主编

责任编辑: 张建民

标准书号: ISBN 978-7-301-13830-4/H·1993

出版发行: 北京大学出版社

地 址: 北京市海淀区成府路 205 号 100871

网 址: <http://www.pup.cn>

电 话: 邮购部 62752015 发行部 62750672 编辑部 62755217 出版部 62754962

电子信箱: zbing@pup.pku.edu.cn

印 刷 者: 北京大学印刷厂

经 销 者: 新华书店

787 毫米×1092 毫米 16 开本 9.75 印张 194 千字

2008 年 9 月第 1 版 2008 年 9 月第 1 次印刷

定 价: 21.50 元

未经许可,不得以任何方式复制或抄袭本书之部分或全部内容。

版权所有,侵权必究

举报电话: (010)62752024 电子信箱: fd@pup.pku.edu.cn

总序

我国高职高专教育的春天来到了。随着国家对高职高专教育重视程度的加深,职业技能教材体系的建设成为了当务之急。高职高专过去沿用和压缩大学本科教材的时代一去不复返了。

语言学家 Harmer 指出:“如果我们希望学生学到的语言是在真实生活中能够使用的语言,那么在教材编写中接受技能和产出技能的培养也应该像在生活中那样有机地结合在一起。”

教改的关键在教师,教师的关键在教材,教材的关键在理念。我们依据《高职高专教育英语课程教学基本要求》的精神和编者做了大量调查,秉承“实用为主,够用为度,学以致用,融类旁通”的原则,历经两年艰辛,为高职高专学生编写了这套专业技能课和实训课的英语教材。

本套教材的内容贴近工作岗位,突出岗位情景英语,是一套职场英语教材,具有很强的实用性、仿真性、职业性,其特色体现在以下几个方面:

1. 开放性

本套教材在坚持编写理念、原则及体例的前提下,不断增加新的行业或岗位技能英语分册作为教材的延续。

2. 国际性

本套教材以国内自编为主,以国外引进为辅,取长补短,浑然一体。目前已从德国引进了某些行业的技能英语教材,还将从德国或他国引进优秀教材经过本土化后奉献给广大师生。

3. 职业性

本套教材是由高职院校教师与行业专家针对具体工作岗位、情景过程共同设计编写。同时注重与行业资格证书相结合。

4. 任务性

基于完成某岗位工作任务而需要的英语知识和技能是本套教材的由来与初衷。因此,各分册均以任务型练习为主。

5. 实用性

本教材注重基础词汇的复习和专业词汇的补充。适合于在校最后一学期的英语教学，着重培养和训练学生初步具有与其日后职业生涯所必需的英语交际能力。

本教材在编写过程中，参考和引用了国内外作者的相关资料，得到了北京大学外语编辑部的倾力奉献，在此，一并向他们表示敬意和感谢。由于本套教材是一种创新和尝试，书中瑕疵必定不少，敬请指正。

丁国声

教育部高职高专英语类专业教学指导委员会委员

河北省高校外语教学研究会副会长

河北外国语学院院长

2008年6月

编写说明

本教材是在“全国职业技能英语系列教材”总主编、教育部高职高专英语教学指导委员会委员、河北外国语职业学院院长丁国声教授及北京大学出版社张冰主任的主持下,组织全国各地的二十余位英语教学专家讨论编写的,是一本以服务职业培训为原则,将实用性、灵活性的理念融入到具体的内容当中的技能教材。本教材是北京大学出版社出版的全国职业技能英语系列教材的一个组成部分,特点是注重职业仿真环境下工作语言情景的导入,让学生在了解岗位主要流程、工作内容、工作职责、相关知识、文化背景和职业操守的同时,达到能运用英语自如应对涉外工作的目的。

《导游英语》是为英文导游编写的一本实训课教材,适用于英文导游专业、涉外旅游专业、旅游英语专业实习和上岗前进行职业培训。本书以导游服务程序为线索,围绕导游服务的核心内容即导游讲解服务进行任务型教学。全书共十个单元,按照旅游项目进行分类,包括古都游、宗教游、园林艺术游、自然山水游等,涉及全国著名旅游胜地。通过导游示范、模拟讲解、现场演练和导游词创作四个教学环节,使即将成为导游的人员了解中国传统文化,熟悉导游服务程序和规范,掌握导游讲解内容和技巧,培养导游员处理突发事件的能力和导游词创作能力。本书不仅可以用作涉外旅游专业的实训教材,同时可作为导游员从事导游服务工作的指导用书。

本书遵循项目导向和实境教学理念,融话题、交际功能和语言结构为一体,渗透文化背景知识和学习策略,突出真实职场情境,实施语言项目,实现以人为本、以学生为中心的教学理念,形成一套循序渐进、生活化的学习程序和详尽、科学、严谨的自我评价体系,让不同层次的学习者各有所获、各有所得。该书是一本以项目为载体,着重培养学生自主创新能力和与人交往和合作能力的实训教材。

本书由王哲、仇明春、李佳、冯永红、刘凯丽、马慧东参加编写,河北旅游职业学院李军、北京第二外国语学院副教授王向宁及国旅总社资深专家对本书进行了审阅,王哲博士最后统稿,凝聚了行业专家及一线教师的心血和智慧。特别要说明的是该书大部分图片由著名摄影家魏洪如先生提供,部分图片由本书作者在实训基地拍摄,在此表示衷心感谢。

因时间仓促,编者水平所限,本书疏漏之处在所难免,恳请各位专家及广大读者批评指正,以使本书不断完善。

CONTENTS

Unit 1	Receiving the Guests	1
Unit 2	On the Way to Hotel	13
Unit 3	Arriving at the Hotel	25
Unit 4	Talking about Tour Arrangement	35
Unit 5	City Tour and Ancient Capitals	46
Unit 6	Chinese Ancient Gardens	59
Unit 7	Humane Landscapes	72
Unit 8	Religious Temples	87
Unit 9	Natural Landscapes	101
Unit 10	Seeing-off the Guests	113
Appendix	Peer's Assessment Form	123
Vocabulary	124
Answer Key	129

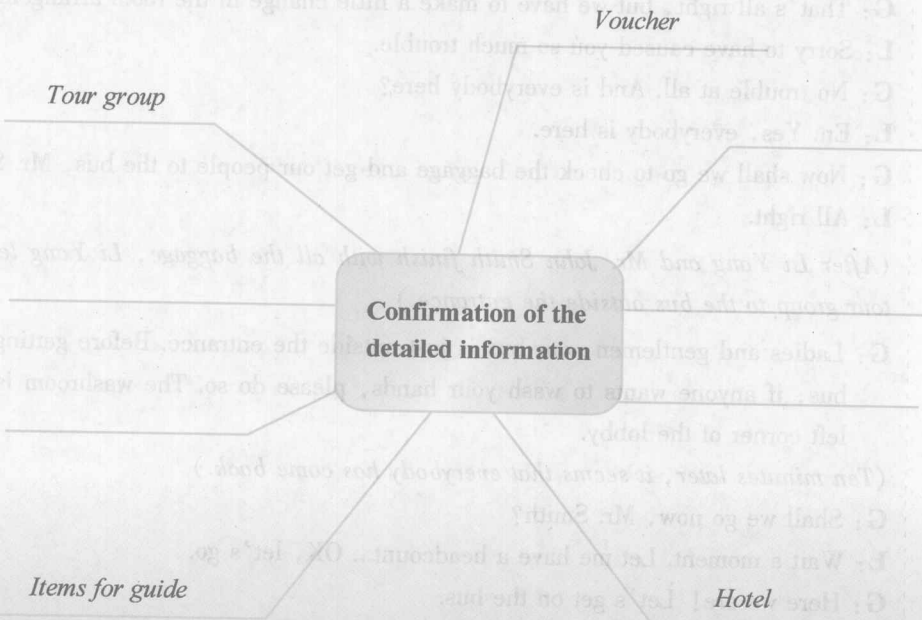
Receiving the Guests

AIMS

- To understand the basic preparations before taking the tour group
- To understand what to do before and upon the arrival of the tour group
- To find ways to improve your guiding skills and performance
- To master the basic relating words and expressions of greeting people
- To learn some traditional Chinese festivals

START-UP

Make a list of the basic preparations before taking a tour group. Can you add more in the following chart?



1 Read the following conversation and answer the questions.

Receiving the Tourists at the Airport

G: Li Yang T: Tourist L: Tour Leader

(Li Yang is a tour guide in China International Travel Service (CITS). She is at the airport and to meet the tour group from the United States. She stands at a visible place of the exit, holding a sign highly. The flight arrives. John Smith is the tour leader.)

G: Excuse me, are you Mr. John Smith, the tour leader from the Sunshine Travel Service in Los Angeles?

T: Yes, I am.

G: I'm Li Yang, the local guide from China International Travel Service, Beijing branch.

L: Glad to meet you.

G: Glad to meet you, too, Mr. Smith. Welcome to China and welcome to Beijing.

L: Thank you.

G: Mr. Smith, could you tell me if everyone in the group has come?

L: All except one. Joseph Brown cancelled the trip without an advanced notice because of an emergency. So, in this group there are 29 members together, including me.

G: That's all right, but we have to make a little change in the room arrangements.

L: Sorry to have caused you so much trouble.

G: No trouble at all. And is everybody here?

L: En. Yes, everybody is here.

G: Now shall we go to check the baggage and get our people to the bus, Mr. Smith?

L: All right.

(After Li Yang and Mr. John Smith finish with all the baggage, Li Yang leads the tour group to the bus outside the entrance.)

G: Ladies and gentlemen, our bus is just outside the entrance. Before getting on the bus, if anyone wants to wash your hands, please do so. The washroom is on the left corner of the lobby.

(Ten minutes later, it seems that everybody has come back.)

G: Shall we go now, Mr. Smith?

L: Wait a moment. Let me have a headcount... OK, let's go.

G: Here we are! Let's get on the bus.

(Li Yang stands by the bus door and helps the tourists to board the bus. Finally, he boards the bus, too. The bus departs from the airport to the hotel.)



VOCABULARY ASSISTANT

exit 出口

tour leader 领队

China International Travel Service (CITS) 中国国际旅行社

1. Which travel agency is Li Yang from?

2. Where are the guests from?

3. How to meet the guests at the airport?

4. How to introduce yourself to the guests?

5. What should you do before meeting the guests?

2 Fill in the gaps with a suitable word from the box. Change their forms if necessary.

arrangement	emergency	depart from	corner	international
headcount	visible	entrance	check	branch

1. Li Yang is a tour guide in China _____ Travel Service (CITS).

2. She stands at a _____ place of the exit, holding a sign highly.

3. I'm Li Yang, the local guide from China International Travel Service, Beijing _____.

4. Joseph Brown cancelled the trip without an advanced notice because of an _____.

5. We have to make a little change in the room _____.

6. Now shall we go to _____ the baggage?

7. Finally, he boards the bus, too. The bus _____ the airport to the hotel.

8. Let me have a _____ ... OK, let's go.

9. Ladies and gentlemen, our bus is just outside the _____.

10. The washroom is on the left _____ of the lobby.

3 Talk about the situation and tell how to meet the guests at the airport.

Z: Zhang Yang, the tour guide from CYTS

S: John Smith, the tour group leader from Australia

W: Wang Hong, the manager from CYTS

Z: Excuse me, are you Mr. John Smith from the MRB Travel Agency in Australia?

S: Yes, I am.

Z: I'm Zhang Yang, your local guide from CYTS, Beijing Branch.

S: How do you do, Miss Zhang?

Z: How do you do? Welcome to Beijing.

S: Thank you.

Z: Mr. Smith, May I introduce our manager, Mr. Wang to you?

S: Yes, nice to meet you, Mr. Wang.

W: Nice to meet you, too, Mr. Smith. Welcome to China.

S: Just call me John. First name is more friendly than surname, isn't it?

W: Yes, you are right.

Z: Are you all here, John?

S: Yes, we are all here.

Z: Ok. Let's go. This way, please. Our bus is in the parking lot across the street.

W: Did you have a good flight? Did you fly directly from Australia to Beijing?

S: Yes, thank you. The flight was very good and the service was excellent. It took just over 11 hours non-stop from Australia.

W: Good. Is it your first time to visit Beijing?

S: Yes, it is such a beautiful city.

Z: Well, in that case, we shall try to make your visit as pleasant as possible as we can, so that you will take home happy memories. Fortunately, here you can enjoy nice climate, spring is the best season in Beijing.

S: We are so lucky.

Z: If you have any problems, please let me know. I will try my best to help you.

S: Thank you.

Z: Here we are! Let's get on the bus.

4

Read the following information and answer the questions.

Being a tour guide, before you receive a tour group, you must study the reception program carefully as early as you can. The more carefully you study it, the more successful your guiding will be. Receiving the tourists is the first step in your guiding job. So you should make sure of all the detailed information to the reception program (including the information of the tour group, tourists, arrival & departure time, itinerary, hotels, restaurants, transportation, vouchers, items for the guide and the tour group, etc.).

■ **Look at the chart below and discuss what you should pay attention to.**

The tour group	Name and code of this group, contacting person and telephone number of the organizing travel agency, number of the tourists, names of the tour leader and the national guide, language, etc.
The tourists	Name, nationality, gender, date of birth, religious belief, occupation, special requests, etc.
Itinerary	Arriving and departing times, transportation, hotels and rooms, restaurants and meals, scenic spots, meetings, banquets, etc.
Vouchers	Number and price of the entrance tickets. Flight tickets: (1) For international flights, confirm the tickets 72 hours ahead of departure. (2) For domestic flights, confirm the tickets 48 hours ahead of departure.
Items for guiding	Tour guide certificate, flag, louder speaker, travel schedule, etc.

■ **Key points for the tour guide to follow before the arrival of the tour group.**

1. Confirm the expected arriving time before departing.
2. Contact the bus driver and travel with the bus to the airport.
3. Arrive at the airport 30 minutes ahead of the expected arriving time.
4. Confirm the parking lot.
5. Reconfirm the exact arrival time at the airport.
6. Contact the porter and inform him of the destination of luggage.
7. Stand at a highly visible place of the exit holding a sign.

■ **Key points for the tour guide to follow upon the arrival of the tour group.**

1. Meet the tour group and contact the tour leader.
2. Check the name, code of the tour group and the number of tourists.
3. Check if all the luggage have been claimed and collected by porter for transfer to the bus.
4. Show the tour group to the bus and board the bus.
5. The guide should stand by the door and have a headcount silently.



VOCAUBULARY ASSISTANT

the reception program 接待计划
 itinerary 旅行计划; 旅游线路
 gender 性别
 tour guide certificate 导游证
 contact 联系
 destination (旅游)目的地
 hold a sign 手举接站牌

arrival & departure time 抵离时间
 voucher 票据
 entrance tickets 门票
 confirm 确认
 depart 出发
 porter 行李员
 check in 清点人数

1. Being a local guide, what should you do before the arrival of the tour group?

2. What should a tour guide do at the airport upon the arrival of the tour group?

3. What is the first step in your guiding job?

4. What should you study before you receive a tour group?

5. What detailed information should you make sure?

6. What information should you know about the tour group?

7. What is an itinerary?

8. What is a voucher?

9. What should you check when you meet the guests?

10. What should you do after meeting the guests?

5 Try to fill in the following chart about the procedure of meeting the guests at the airport.

1. Check and confirm the reception program information.



2. Contact the bus driver and travel with the bus to the airport.



8.

7.



3.

6.

4.

5.

6 Rewrite the following passage into a dialogue and practice with your partners.

English tour guides are similar to diplomats of the people. They directly contact foreign visitors, so their quality and service play decisive roles in the development of tourism industry in China. Their speeches and behaviors directly influence foreign visitors' mood in travelling. In a sense, their duties are to try their utmost to make foreign visitors enjoy their trip during the travel and at the same time let them understand China's history, geography, customs and cultural tradition better through their interpreting and efforts. Therefore, tour guides should be the spirit of mountains and rivers, the envoys of friendship, the disseminators of culture and civilization of the motherland and the moral of socialism. If a tour guide's service is satisfactory, foreign visitors would have a good impression of China for other sights and furthermore, they would urge others to come along to see China with their own eyes. A Travel Agency would, of course, employ as many such competent and qualified English tour guides as possible so as to make their business thrive with each passing day.

English tour guides should be able to act as attendants, publicity agents and defenders while accompanying foreign visitors. So, they should have a perfect mastery of our Party's policies and political ideology, foreign language and relevant knowledge. They must be honest and upright, prudent and careful in their work, diligent and assiduous in their working style. To be more specific, tour guides must keep in mind the following aspects:

In treating foreign tourists, tour guides must be sincere, dealing with them like real friends. The tour guides should avoid doing anything to fool foreigners in matters of price, itinerary and schedule. Once the guide is found cheating or hypocritical or telling a lie, the guide would enjoy no prestige as well as trust from foreign friends.

2. Timing

Timing is important to be a guide as the tour is usually well planned and scheduled. Generally speaking, a trip lasts for ten to fifteen days, so tour guides must go out of their ways to observe the schedule and visit the places and scenic spots as scheduled unless some unexpected situations come up or something urgent forces tour guides to change the itinerary. Tour guides should try to arrange every activity within a time limit so as to let the tourists see China and enjoy themselves as much as possible.

3. Giving Information Ahead

According to the customs of westerners, everything must be properly arranged and informed beforehand. If you want to visit a foreigner, you have to make an appointment with him or her in advance, otherwise, you would interrupt his or her privacy. That is considered to be rude and impolite. It is the same case with a tour guide. Tour guides must always remember that whenever they want to do something or change the plan, they must give the information ahead so as to prepare tourists for the activity of any sort.

4. Helpful

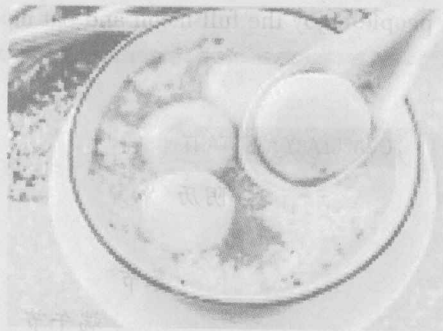
Tour guides should always get ready for helping foreign visitors, especially old lady or an elderly gentleman who is too fat or too old to carry a heavy case or get on a chartered bus, tour guides should give them a hand. This little favor done to tourists would earn some reputation to the Travel Service and in the long run would attract more foreign visitors.

7 Cultural Salon: Read the following passage, try to get some cultural knowledge about *Traditional Chinese Festivals* and answer the questions.

Traditional Chinese festivals are important part of Chinese culture. All the traditional festivals in China are based on the Chinese lunar calendar. They were often connected with ancient calendars, astronomy and mathematics. The formation of traditional Chinese festivals is a long process. Solar term is a main factor in forming traditional festivals. According to the traditional Chinese calendar, a year is divided into 24 points, which can accurately show seasonal changes and acts as a basic guidance system for agricultural production. Festival activities always reflect people's spirit and life.

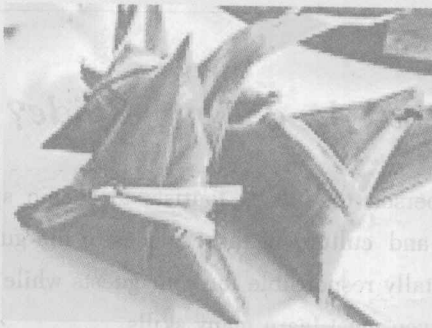
China has many ethnic groups. Different ethnic groups have different festivals. Even on the same festival, they follow different customs. Here we introduce some important and commonly celebrated festivals. These traditional festivals are precious cultural heritage for the Chinese.

The Spring Festival is the most important festival for Chinese people and marks the beginning of the Chinese Lunar New Year. In Chinese, we also say Guo Nian. The Spring Festival starts from the first day of the lunar year, the celebration usually lasts for weeks. This is usually in late January or early February. On the night of New Year's Eve, Chinese families come together for a celebration dinner. No matter how far away from home a person is, he will try to get home in time for the dinner. Some families will also prepare Jiao Zi, Chinese dumplings stuffed with meat and vegetables. Very early the next morning, children greet their parents and receive their presents in terms of cash wrapped up in red paper packages. Then, the family starts out to say greetings from door to door.



The Lantern Festival falls on the 15th day of the 1st lunar month. Watching lanterns is the important activity in this festival. Lanterns of various shapes and sizes are hung in the streets, attracting countless visitors. "Guessing lantern riddles" is an essential part of the Festival. People will eat Yuan Xiao on this day, so it is also called the Yuan Xiao Festival. Yuan Xiao also has another name, Tang Yuan which has a similar pronunciation with "Tuan Yuan", meaning reunion.

The Dragon Boat Festival falls on the 5th day of the 5th lunar month. There is a legend about the evolution of the festival. Qu Yuan was one of ancient China's famous poets. In 278 BC, he heard the news that Qin troops had finally conquered Chu's capital, he plunged himself into the river. It was on the 5th day of the 5th month in the Chinese lunar calendar. After his death, the fishermen sailed their boats up and down the river to look for his body. People threw Zong Zi (pyramid-



shaped glutinous rice dumplings wrapped in reed or bamboo leaves) and eggs into the water to prevent fish or shrimp from attacking his body. That's why people followed the customs such as dragon boat racing, eating Zong Zi on that day.

The Mid-Autumn Festival falls on the 15th day of the 8th lunar month. The festival has a long history. In ancient China, emperors followed the rite of offering sacrifices to the sun in spring and to the moon in autumn. Historical books of the Zhou Dynasty had had the word "Mid-Autumn". Later the ceremony was expanded to common people. They enjoyed the full, bright moon on that day and expressed their thoughts and feelings under it. Now it has become an important festival of China. On the Mid-Autumn Festival, all family members get together and look up at the sky while talking about life. All the people enjoy the full moon and eat moon cakes on that day.



OCABULARY ASSISTANT

lunar calendar 阴历

solar term 节气

The Spring Festival 春节

The Dragon Boat Festival 端午节

astronomy 天文学

sacrifices 祭品

The Lantern Festival 元宵节

The Mid-Autumn Festival 中秋节

1. What are the traditional festivals in China based on?

2. What will people do on the night of New Year's Eve?

3. What is the important activity in the Lantern Festival?

4. Why did people follow the customs of having dragon boat racing and eating Zong Zi on the Dragon Boat Festival respectively?

5. What did the emperors do on the Mid-Autumn Festival in ancient China?

Further reading: What Is a Tour Guide?

Usually we think of a tour guide as a person that leads tourists to scenic spots and historic attractions and describes the history and culture of these places to the guests. But this is not enough. As a tour guide, you are totally responsible for your guests while they are in China. If you want to be a good tour guide, you must learn many skills.