

高职高专商务英语规划教材

Practical Tourism English

Practical Tourism English

旅游英语实务教程



安小可 ● 主编

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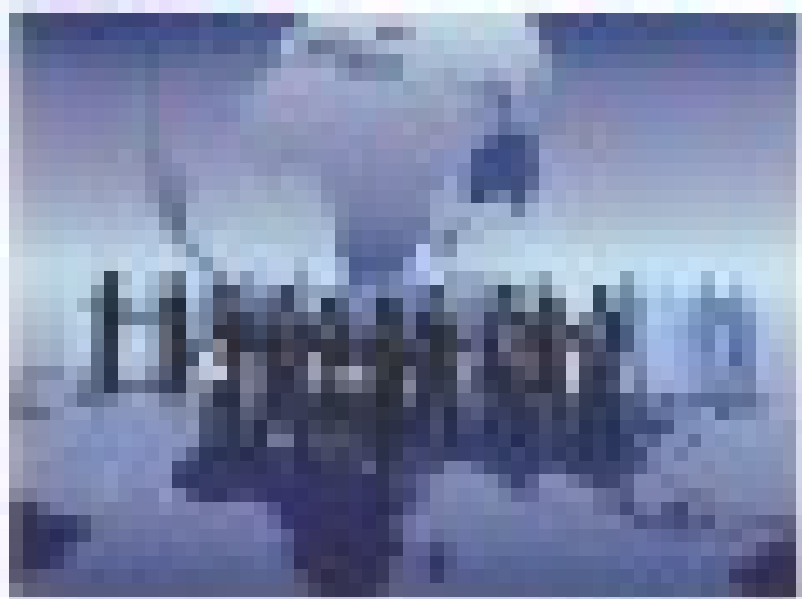
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Practical American English

旅游英语实务教程



中国旅游出版社



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旅游英语实务教程

Practical Tourism English

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图书在版编目(CIP)数据

旅游英语实务教程/安小可 主编. —武汉:华中科技大学出版社,2010年2月
ISBN 978-7-5609-5898-9

I. 旅… II. 安… III. 旅游-英语-高等学校:技术学校-教材 IV. H31

中国版本图书馆 CIP 数据核字(2009)第 227256 号

旅游英语实务教程

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出版发行:华中科技大学出版社(中国·武汉)

武昌喻家山 邮编:430074 电话:(027)87557437

录 排:武汉市兴明图文信息有限公司

印 刷:武汉市洪林印务有限公司

开本:787mm×1092mm 1/16

印张:10.5

字数:260 000

版次:2010年2月第1版

印次:2010年2月第1次印刷

定价:18.00 元

ISBN 978-7-5609-5898-9/H·707

(本书若有印装质量问题,请向出版社发行部调换)

前 言

本书既适用于英语导游人员资格考试的培训教材,也适合旅游院校导游专业外语教学使用,同时还适用于从事旅游行业的人士。该书由从事多年英语导游教学的资深教师编著而成。他们中有的既是英语现场导游口试考官,也是经验丰富的英语导游。结合英语导游考试及其旅游市场行业特点,编者翻阅了大量资料,进行了广泛的调查,书中凝聚了编著人员多年的导游实战经验和研究心得。

本书在编写上采用中英文介绍学习内容,翻译练习配有参考答案,以方便教师备课和读者自学。全书选材精湛,实用性强,着重培养学生在阅读、翻译、写作等方面的实际应用能力。

本书的主要特点是各章节都围绕旅游实务这个内容,从地陪、全陪、领队、景区导游服务和散客旅游服务的工作职责到旅行社商函、合同等英语书写技巧,充分体现了培养学生在旅游行业情境下的实战应用能力。此外,第三部分的导游文化知识包含了中国宗教信仰、中国传统习俗、传统节日、中国餐饮文化、中国医药、中国民间艺术、中国的建筑文化、中国历史发展简介、中国历史名人等知识。通过以上内容的介绍,使具备一定英语基础的学生更深入地了解旅游文化知识,提高旅游文化水平,从而为从事旅游行业工作奠定良好的基础。

本书的具体分工如下。

中文部分:第一章,由马同春编写;第二章由陆昊硕编写;第三章的1~3单元由安小可编写;第三章的4~9单元由李嘉欣编写。

英语部分:第一章的1~4单元由马同春编写;第一章的5~8单元由姜春编写;第二章的1~5单元由陆昊硕编写;第三章的1~3单元由安小可编写;第三章的4~5单元由王永娟编写;第三章的6~7单元由李嘉欣编写;第三章的8~9单元由柴云森编写。

全书由安小可、柴云森统稿。

由于编者水平和学识有限,书中难免出现差错,敬请读者不吝指正。

编 者

2009年12月1日

内 容 提 要

本书共分为三个部分。第一部分为导游实务介绍,内容覆盖地陪接团准备工作、迎宾服务、送团服务、全陪导游服务、领队导游服务、景区导游服务和散客旅游服务。通过对英语导游工作主要流程的介绍,便于读者了解和掌握相关导游业务知识、技能和方法,清楚工作职责范围、规范行为举止。第二部分为旅游业务文体介绍,内容包括商业信函格式,国际旅游合同与协议格式,旅游行程、报价及最终确认,菜单翻译、公共标识与旅游景点英语书写格式,请柬与回执格式等内容。通过以上内容的介绍,便于读者快速掌握旅行社商函、合同等写作规范和技巧。第三部分为导游文化知识介绍,内容包括中国宗教信仰、中国传统习俗、传统节日、中国餐饮文化、中国医药、中国民间艺术、中国的建筑文化、中国历史发展简介、中国历史名人等知识。通过以上内容的介绍,使读者更深入地了解旅游文化知识,提高旅游文化水平。

该书在编写上采用中英文介绍学习内容,翻译练习配有参考答案,以方便教师备课和读者自学。全书选材精湛,实用性强,着重培养学生在阅读、翻译、写作等方面的实际应用能力。

本书既适用于英语导游人员资格考试的培训教材,也适合旅游院校导游专业外语教学使用,同时也适用于有志从事旅游行业的英语爱好者。

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Chapter One Tour Guide Procedures

Unit 1 Preparation Work of Local Guide

(1) Local guide must go to the reception department to receive the tour document when informed of the assignment by telephone, or e-mail.

(2) Local guide must read the tour document carefully and make acquainted with the detailed contents when got it.

(3) Local guide must remember the following contents.

※ Group name, nationality, number of the tourists, names of the national guide and tour leader, names of the tourists, sex, occupations, VIPs, persons of special service, etc.

※ Hotel reserved for the group, grade, state of reservation (reservation by tourist, by international travel service, by organizing travel agency, by reception travel agency, or pay on spot by the tourists, etc.)

※ Requirement of vehicle standard, types, seat capacity, air-conditioning, etc., as well as telephone numbers of the tour bus company and the driver.

※ Tour itinerary of the group, scenic spots for sightseeing, items of the related units for visit.

※ Requirement of meals, standard, and meals for special tourist, etc.

※ Arrival time and number of flight, train or boat.

※ Departure time and number of flight, train or boat.

(4) Tickets.

Class of air/train/boat tickets for departure. Entrance coupon for scenic spots, meal reservation coupon, etc.

(5) Preparation of necessities for guide work.

Guide license, guide flag, welcome sign, guide map, and cash, etc.

(6) Language and knowledge preparation.

※ Local guide must make a good preparation of language and knowledge of the scenic spots for a language translation of scenic explanation and guide service according to the tour itinerary.

※ Local guide must make a good preparation of the related professional knowledge and translation of the terms to guide a group for a professional item visit.

※ Preparation for the weather forecast, hot topic, important news home and abroad, and something of tourist interest, etc.

(7) Psychological preparation.

※ Local guide must get ready for hard and complicated work, abrupt accident, (individual) private service and know how to deal with.

※ Local guide must get ready for the blames, and even complaints from the tourists and offer an excellent service for the guests without any resentment and regret.

(8) Make sure all the preparation items.

Before going to meet the group, local guide must ascertain the following confirmations:

※ Hotel reservation reconfirmation;

※ Tour bus driver reservation reconfirmation;

※ Flight, train or boat information reconfirmation.

(9) Writing of the welcome sign.

The writing of the welcome sign should be done according to the tour document regulation. The welcome signs are divided into special signs of the travel agency, the organization agency, and general or temporary signs, etc. The language should be Chinese, English, anyway the official language of the tourist country, insignia of the travel service which are mutually recognizable. The writing can be group code, name of the tour leader, national guide or tourists.

New words and expressions

local guide 地陪	guide department 导游接待部
tour document 接团文件	detail contents 详细内容
group name 团队名称	nationality <i>n.</i> 国籍
number of the group members 团队成员人数	national guide 全陪
tour leader 领队	names of the tourists 游客名单
sex <i>n.</i> 性别	occupation <i>n.</i> 职业
VIP <i>n.</i> 重要游客	persons of special service 特殊服务对象
class <i>n.</i> 等级	reservation information 预定状况
personal private reservation 个人自定	international travel service reservation 国际(旅行)社自定
client agency reservation 组团社自定代定	local agency reservation 接待社自定代定
tourist pay cash 游客现付	vehicle requirement 用车标准要求
types of the vehicle 车型	air-conditioning <i>n.</i> 空调
tour itinerary 活动日程	scenic spots 景点
sightseeing <i>n.</i> 观光游览	items <i>n.</i> 参观项目
related units 有关单位	meals requirement 用餐要求
standards <i>n.</i> 标准	meals for special tourist 特殊游客用餐
arrival time 抵达时间	number of flight, train or boat 航班, 列车或船次(号)
departure time 离开时间	tickets <i>n.</i> 票证
class and seat 等级和舱位	entrance coupon for scenic spots 景点门票单
meal reservation coupon 订餐单	work necessities for tour guide 导游工作用品
guide flag 导游旗	welcome sign 接站牌
guide map 导游图	necessities <i>n.</i> 必需品
hot topic 热门话题	get ready 准备好
departure air/train/boat tickets 游客离站机票、车票、船票	

Exercises

I. Questions to the text

1. How many items should be remembered for the tour group name?

2. How many items should be remembered for the hotel?
3. Why must the arrival and departure flight numbers be remembered?
4. Why must the local guide reconfirm the flight, hotel, restaurant and tour bus?
5. How many languages can be written on the welcome post? What to be written?
6. What psychological preparation should the local guide make?

II. Writing

Write a welcome post, including group code: CY2009315, name of the tour leader: David Zhang.

III. Role plays

1. Work with a group of three or four, and take different roles as tourists and travel agent. The travel agent is helping the tourists arrange a tour to Beijing for five days.
2. Suppose you are a guide, you will guide a tour group from USA three days later. Now you are phoning to the hotel to book rooms and meals.

Unit 2 Welcome Service

1. Liaison work

※ Welcome service. Welcome is the first step of a tour guide practice. As the saying goes: A good beginning is half done. If the tour guide makes a good beginning, it means that the success is in sight. At the moment the tour group arrives, the tourists ought to enjoy a warm and friendly welcome timely extended by the guide—the representative of the travel agency and the ambassador of the folks—and obtain real information of their visit, sightseeing and other activities at the destination.

※ Preparation work before the tourist arrival. Confirm the correct time of the tourist arrival and the vehicle. Local guide should go to the travel agency to confirm everything in advance. Before going to the airport, station or wharf, local guide should check the correct time of arrival through information centre of the airport, station or wharf 2 hours ahead of the schedule.

※ Contact the tour bus driver to inform the driver of the time, site, parking location, itinerary, activities and requirement of the tour group.

※ Get to the place in advance. Local guide should get to the airport, station or wharf half hour ahead of arrival and confirm the parking position of the tour bus, and reconfirm the arrival time of the tour group for the last time at the welcome venue.

※ Contact the luggage man and inform him of where the luggage be sent to.

※ Hold the welcome sign at the venue to meet the tour group.

2. Pick up the tour group

※ The local guide should hold the welcome sign and tour guide flag to meet the group at the conspicuous place at the exit of the airport, railway station or wharf when the group arrives.

※ The local guide should contact the group when it comes out of the exit. The way of the contact is the mutual identification sign: such as name of the group, group code, name of the tour leader, the name of the national guide, name of the tourists or the travel agency's insignia, etc. In most cases, the tourists would come over to contact you when they see the correct insignia you are holding. The experienced local guide could find the tour group by recognition of the characteristics

of the nationality, dress, agency's insignia or friendly inquiry when meeting the inexperienced tourists. Finally confirm the nationality of the tourist, names of the tour leader, national guide, tourists, the number of the tourists, itinerary, departure flight or train number and then leave the exit without mistake.

※ Check the luggage. Local guide should tell the tour leader or tourists to get their luggage and take to the designated place after checking without damage. After checking and counting the luggage with tour leader, turn the luggage over to the luggage man from the travel agency and sign on the luggage delivery record book. If the luggage do not arrive or any damage, local guide should assist the tour leader or tourists to register and fill up the form for luggage missing or damage, as well as the application form for compensation at the airport registration office. The luggage transported on the train usually should be checked up by the tour leader, luggage man or tourists with the check bill.

※ Guide the tourist onto the bus. Local guide should guide the tourist onto the bus with their handbags or belongings. Local guide should stand by the door and help the tourist board the bus.

※ After all the tourists are seated, local guide should politely count the tourists by eyes and then tell the driver to start.

3. Service from the airport to the hotel

※ Make a welcome speech. When the bus is moving, local guide should make a welcome speech to express a warm welcome to the tourists with a hospitable tone through microphone in front of the tourists. The welcome speech should include the following contents: ① warm welcome to the tourists to the city on behalf of the travel service, tour guide himself and bus driver; ② self-introduction of the guide and driver with a sincere wish to offer a warm service to the tourists; ③ wishing the tourists a pleasant and smooth tour.

※ Adjust the time. If the tourists just arrive through the customs office, local guide should tell the time difference between the two countries (regions) and ask the tourist to adjust the time in order to carry out the tour itinerary in unified step.

※ Guiding on the way to hotel. After the welcome speech, the most important work for the local guide is the guide work on the way from the airport to hotel. The guide work on the way is the best chance for a local guide to show his knowledge of tourism culture, guiding skills and the charm of the guide him or herself. The successful and brilliant guide on the way can satisfy the tourists' curiosity and thirst for knowledge, earn the trust and intimacy from the tourists, and give a good impression in the mind of the tourists.

Guiding along the way in the city. The ways can be various and the contents can be very flexible for different tourists and situations. For Europeans and Americans, we usually introduce Kunming in five aspects: ① Kunming is one of the first batch of the national historical and cultural cities announced by the State Council of China. The important point is to introduce the 2000-year-old Dian Culture or the bronze culture of Yunnan. ② Kunming, the city of eternal spring in the world, enjoys the pleasant climate of low latitude and high altitude—"the weather is just like March and April and the flowers bloom on the branches like spring all year round". ③ Kunming is a tourist city with beautiful natural and cultural sceneries, colourful ethnic cultures and customs, parks and tourist attractions. ④ City introduction, the main streets, the landmarks, hub of communication,

schools, shopping centres, etc. ⑤ Hotel introduction, its name, location, grade, facilities and the way of their usage, etc.

The introduction on the way should be brief and to the point, clear, lucid and lively, and guide should enjoy the sightseeing together with tourist.

4. Service for check-in

※ On arriving at the hotel, local guide should tell the tourists the license number of the tour bus, the parking place and the time to reassemble.

※ Local guide should get off the bus and stand by the door to help the tourists alight, and call the bell boy to collect and send the luggage to the room as soon as possible.

※ Go to the reception desk to get the keys and give them to the tour leader or the national guide to allocate to the tourists quickly so that they can have a rest before the coming activities. If no tour leader or national guide, the local guide should exercise the responsibility of the allocation for the group or FIT and tell the tourists the things they need to pay attention to.

※ The local guide should go to the reception desk to fill in the room reservation coupon, pay the deposit, reserve the morning call and handle other things.

5. Meal service

※ Local guide must take the group to the restaurant for the first meal. The tourists are not familiar with the hotel and the facilities on arrival, beside introducing the hotel and facilities, local guide must take the group to the restaurant for the first meal.

※ Local guide must know the diet customs and taboos of the tourists and inform the restaurant in time to offer a good service.

※ Buffet restaurant and the normal restaurant are usually not together, so the local guide should tell the tourists the location and service time of the buffet restaurant.

※ For social restaurants, local guide must call first to confirm the location, food specialties and facilities and tell the restaurant the food requirement and taboos so that the restaurant can get prepared for the service. The toilet facilities must be checked.

※ The local guide must be acquainted with the payment to the restaurant, bear well in heart, and be sure not to make any mistakes on signing or paying the bill.

New words and expressions

a good beginning is half done 良好的开端是成功的一半

ambassador *n.* 大使

in advance 预先, 提前

ahead of 在……之前

reconfirm *v.* 再次确认

conspicuous place 显眼位置

exit *n.* 出口

identification *n.* 识别

experienced *adj.* 有经验的

inquiry *n.* 询问

destination *n.* 目的地

representative *n.* 代表

wharf *n.* 码头

contact 与……联系

luggage man 行李员

venue *n.* 集合地点

agency's insignia 旅行社徽记

come over 过来

characteristics *n.* 特点, 特征

inexperienced *adj.* 没经验的

without mistake 无误的
 counting the luggage 数行李
 application form 申请表
 handbag *n.* 手提行李
 check bill 行李托运单
 welcome speech 欢迎词
 hospitable *adj.* 好客的
 on behalf of 代表……
 smooth *adj.* 顺利的,平滑的
 carry out 执行
 successful *adj.* 成功的
 intimacy *n.* 亲近
 situation *n.* 形势,情形
 State Council 国务院
 bronze culture 青铜文化
 altitude *n.* 海拔
 colourful *adj.* 多彩的
 customs *n.* 风俗
 lucid *adj.* 清晰明快的
 pleasant climate 宜人气候
 diet customs 饮食习惯
 service time 服务时间,营业时间
 social restaurant 社会餐厅
 be acquainted with 熟悉

check the luggage 清点行李
 designated place 指定地点
 compensation *n.* 赔偿
 belonging *n.* 行李
 airport registration office 机场登记室
 flexible *adj.* 灵活多变
 microphone *n.* 话筒
 sincere *adj.* 诚挚的
 adjust *v.* 调整
 skill *n.* 技能
 curiosity *n.* 好奇
 impression *n.* 印象
 national historical and cultural city 国家历史文化名城
 Dian Culture 滇文化
 latitude *n.* 纬度
 natural and cultural sceneries 自然人文景观
 ethnic cultures 民族文化
 tourist attractions 旅游景点
 lively *adj.* 生动活泼
 facilities 设施
 taboo *n.* 禁忌
 buffet restaurant 自助餐厅
 food specialty 特色菜肴
 bear in heart 记住

Exercises

I. Questions to the text

1. How long ahead of schedule should the guide get to the welcome place?
2. Why should the bus parking position be confirmed in advance?
3. What to do in case the luggage-man connection failed?
4. Where is the right place to meet the guests?
5. Why should the guests and the luggage be rechecked when the group was met?
6. What to do when the luggage is damaged?
7. How to register when the luggage is missing?
8. Why can't we point to the guests with finger when counting the guests?
9. What is the significance to take the group for the first meal?
10. What are the major food taboos in the world?
11. What is the basic action for buffet?

II. Writing

1. Compose a welcome speech, including following contents: ① warmly welcome to the tourists to the city on behalf of the travel service, tour guide himself and bus driver; ② self-introduction of

guide and driver with a sincere wish to offer warm service to the tourists; ③ expressing a good wish to the tourists for a pleasant and smooth tour.

2. Write an introduction to a local cuisine, including: name of the cuisine, features, ingredients, origin of the cuisine, ways of cooking and how to eat it.

III. Role plays

1. Suppose you are a guide from Kunming CITS, you booked nine double rooms and two single rooms for a tour group from USA. Now the guests are arriving at the hotel. You confirm with the tour leader about the room arrangements. After that, you inform the tourists of the time and place to meet for dinner.
2. Suppose you are a guide from Dongfang Travel Agency, you guide 4 guests from UK, you are on the way from airport to the hotel. You give a brief introduction to your city, and the guests ask questions about what they'll see on the way.

Unit 3 Guide Service

1. Guide service for sightseeing

※ Guide service for sightseeing is the key sector of the tour guide work. The local guide must make a good preparation for guiding at the scenic spot to let the tourists come with high spirit and leave with fruitful learning.

※ For tour guide's introduction to the scenic spot, two things should be paid attention to: one is what to say (the content), the other is how to say (the method). As the saying goes: the scenery is beautiful or not relies on the tongue of the guide. The tourists come to a nice scenic spot with great interest and their wish is to enjoy the beautiful scenery, the effect of their visit is much related to the interpretation of the guide. During the interpretation, the tour guide must pay attention to following points: the language of the guide must be correct, clear, vivid and flexible; the guide interpretation must be material, evidential, reasonable, affective, fascinating, interesting and metaphorical. The local guide must have a good command of the following eight ways and know-how in his guide work: ① interpreting part by part; ② laying stress on the key points; ③ introducing the scenery with feelings and emotions; ④ combining the scenery introduction with background and the presence; ⑤ questioning and answering; ⑥ making the visitors concerned about the outcome; ⑦ analogizing; ⑧ adding a word or two to clinch the point.

It is a great chance for the local guide to display his best skill in scenic spot introduction. The local guide must read more books about the cultural knowledge of the scenery, learn the successful experience from the veteran guides and recreate his own distinctive excellent guide skill, and offer a better service to the tourists and help them learn more during the tour.

2. Shopping guide service

Travel, sightseeing, stay, eating, shopping and entertainment are six key elements of tourism. China, an ancient civilized country with a long history, has created splendid material and spiritual cultures. While the foreign tourists come to China to make a tour over the beautiful land and enjoy the colourful nationality customs, they also have a strong desire for shopping. The foreign tourists usually like the traditional goods such as silk, tea, Chinese herbal medicines, handcrafts, antiques

and scroll painting as well as calligraphy, etc. The local guide, as a good shopping consultant, should actively help the tourists to shop according to their shopping desires.

3. Guide service for entertainment

It is an important part for tourists to enjoy the Chinese traditional culture shows when they tour in China. There are many splendid art performances passed down in China today, the well-known ones are Beijing Opera, Hu Opera, Kunqu Opera, Yu Opera, Jin Opera, Chuan Opera, Dian Opera, Yue Opera, Qin Opera, skin puppet show, Huangmei Opera, acrobatic show, qigong, kongfu, Huadeng performance, Quyi, orchestral performance, nationality dance, drama, circus and so on.

New words and expressions

key sector 中心环节

clear *adj.* 清楚的

flexible *adj.* 灵活的

evidential *adj.* 有据的

affective *adj.* 有情的

interesting *adj.* 有趣的

display *v.* 展示

entertainment *n.* 娱乐

ancient *adj.* 古老的

splendid *adj.* 辉煌的

spiritual culture 精神文化

silk *n.* 丝绸

handcrafts *n.* 手工艺品

scroll painting 卷轴画

consultant *n.* 顾问

skin puppet show 皮影剧

acrobatic show 杂技

Huadeng performance 花灯

orchestral performance 管弦乐队演出

nationality drama 民族戏剧

interpretation part by part 分段讲解

introduce the scenery with feelings and emotions 触景生情

make the visitor concerned about the outcome 制造悬念

combine the scenery introduction with background and the presence 虚实结合

correct *adj.* 准确的

vivid *adj.* 生动的

material *adj.* 物质的

reasonable *adj.* 有理的

fascinating *adj.* 迷人的

metaphorical *adj.* 比喻的; 隐喻的

veteran *n.* 老手, 老练者, 老兵

key element 要素

civilized *adj.* 文明的

material culture 物质文化

desire *n.* 欲望, 愿望

Chinese herbal medicines 中药

antiques *n.* 古玩, 古董

calligraphy *n.* 书法

Beijing Opera 京剧

Huangmei Opera 黄梅戏

qigong *n.* 气功

Quyi *n.* 曲艺

nationality dance 民族舞

circus *n.* 马戏

lay stress on the key points 突出重点

create resemblance 类比

add a word or two to clinch the point 画龙点睛

Exercises

I. Questions to the text

1. What are the eight ways and know-how in guide work?
2. Which is the most famous Chinese opera in the world?

3. What is the difference between Chinese Kongfu and acrobatics?
4. How to take the tourist to enjoy the nationality performance?
5. How to deal with the request of the tourists for vulgar show?
6. What kinds of the antiques are not allowed to take out of China?
7. How to help the tourists with legal shopping?

II. Writing

1. Develop a tour commentary, the attraction can be any places that you are familiar with. The commentary includes the following contents: location, history, features, size, tour route, highlight, etc.
2. Introduce any of the local specialties in your hometown, it should include the following contents: name of the specialty, features, history, reasons of its fame, etc.

III. Role plays

1. Suppose you are guiding a group of guests to a silk store. One of the tourist is trying to buy something for his wife. You and the shop assistant help him to make a choice.
2. Suppose you are a local guide from Kunming OCTS. You guide a couple from USA. They are interested in Yunnan ethnic groups' folk music and dance. You briefs them on relative information.

Unit 4 Departure Service

After the sightseeing and activities in the city, the tourist group will go to next city for sightseeing. It's the time for the local guide to say good-bye to the tour group. The departure service of the local guide is to ensure the group to leave the city smoothly and safely and the leftover problems to be solved properly and in time.

1. Preparation before departure

※ Check the traffic tickets. One day before the departure, the local guide should check the plane (train, boat) tickets, check the group name, code, number of the persons, name of the national guide or tour leader, destination, flight (train boat) number, departure time (check the time on the itinerary, time table, time on the ticket, time from the information), which airport, train station, harbor and so on. If the flight or departure time changes, the local guide should apprise the op to inform the next destination to get ready so that the group would not be missed.

※ If the group holds the return tickets, the local guide should remind the national guide or the tourists to reconfirm the tickets in time.

※ If it is the last destination, the local guide should remind the tour leader, national guide, or the tourists to reconfirm the international link tickets 72 hours in advance.

※ Decide the time for luggage out. The local guide should contact and tell the luggage department of the travel service the group's departure time from the hotel, tell the tour leader, national guide and the bell boy the time for the luggage hand-over and transfer. The local guide should decide the time for luggage out together with the tour leader and national guide.

※ Determine the assembly and departure time. The local guide should tell the tour leader,