

项目化课程教材

新世纪高职高专精品教材 ● 旅游类

# 导游服务 英语

俞 圆 ◎ 主编

*Practical English  
for Guide Service*



大连出版社  
DALIAN PUBLISHING HOUSE

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# 导游服务英语

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## 内 容 简 介

本书主要针对高职旅游院系学生编写,适用于涉外导游专业、旅游英语专业及景区管理专业学生进行教学实训。本书内容详尽,学习目标明确,具有很强的实践性。全书以“导游服务程序”为线索,主要分为“我想当导游”、“地陪入境服务英语”、“领队出境服务英语”三大项目,共十八个任务,内容涵盖了涉外导游服务的全过程。本书附配套英语光盘一张。

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## 出版说明

高等职业教育既是我国高等教育体系的重要组成部分,也是我国职业教育体系的重要组成部分。近年来,我国高等职业教育蓬勃发展,为现代化建设培养了大量高素质技能型专门人才,展现了其独有的优势。

高等职业教育教材建设是高等职业院校三大基本建设之一,高质量的教材是培养高质量优秀人才的基本保证。为了编写和出版具有高等职业教育特色的教材,满足教学需要,服务高等职业教育事业,我社依据《国家中长期教育改革和发展规划纲要》基本指导思想,以及教育部全国职业教育与成人工作会议精神,本着“将教材内容与职业相衔接,注重工学结合”的原则,投入大量资源,经过精心策划和多方联络,隆重推出“新世纪高职高专精品教材”系列。

本系列教材立足于财经类及相关专业,包括财经类专业核心课、会计类主干课、旅游类、工商管理类、财政金融类、经济贸易类、市场营销类、电子商务专业、文秘专业、人力资源管理专业、物流专业等子系列。为了使本系列教材既科学、先进,又合理、可行,我们在编写过程中充分吸收了教学改革最新成果,突出体现了以下几个特点:

1. 在教材品种涉及、内容取舍和讲述方式方面,均注重培养学生的实践能力,突出工学结合的特点,同时注重培养学生的职业认知、职业道德。

2. “教学”、“训练”与“考核”环环相扣,“案例”与“实训”的“训练”比例适度加大,超越单纯针对“职业知识”的传统考核。

3. 为保证教材与职业内容相衔接,作者均从专家队伍中严格遴选,既具有较高的学术水平,又具有丰富的教学和教材编写经验,以及深入实践的职业经历。

4. 打造网络教学资源包——章后习题答案、每章自测题、模拟试卷及答案、教学课件、多媒体光盘等。

高等职业教育正在快速成长,教学实践日新月异,要使教材建设满足和促进职业教育的发展,需要教育主管部门、教学单位、任课教师和专业教材出版机构的共同努力。我们真诚希望,这套系列教材能满足最新教学改革的需要,为高等职业教育人才培养工作提供教学资源支持,为高等职业教育作出应有的贡献。

## 前言

中国正经历着从世界旅游大国向世界旅游强国的转变。过去 10 年,中国旅游业已经跨越了起飞阶段,成为世界第四大旅游发展经济体。随着旅游发展程度的不断加深,旅游业正面临新的需求:更高的安全度,更多的选择性,更高质的服务,更高的满意度;而这种需求只能通过旅游人才更好的服务去满足。发达国家旅游教育的特点是人才培养的国际化。以瑞士旅游教育为例,其培养目标是“培养具有国际意识、能进入国际市场竞争、敢于挑战现代旅游业跨国发展的高素质人才”。

旅游产业的国际化,迫使旅游人才尤其是涉外导游必须具备扎实的语言功底、专业的导游知识、敏锐的文化触觉、国际化的服务意识。因此,培养高素质的涉外导游人员成为当前亟待解决的任务。

《导游服务英语》主要针对高职旅游院系学生编写,适用于涉外导游专业、旅游英语专业及景区管理专业学生进行教学实训,同时也可作为旅行社导游人员的培训材料。本书引入“项目课程”的教学理念,通过对涉外导游的工作岗位进行分类和职业能力测评等系统分析,根据导游的工作任务来确定本课程的结构,以职业能力的提升为基础确定本书的内容。学生通过模拟完成具体的项目,将达到掌握导游服务专业英语知识和养成职业能力的目的。

全书以“导游服务程序”为线索,主要分为“我想当导游”、“地陪入境服务英语”、“领队出境服务英语”三大项目,共 18 个任务,内容涵盖了涉外导游服务的全过程。第一个项目的学习目的是实现学生对“导游”这个角色的认同,清晰岗位的职责,明确就业的方向。第二、第三个项目通过对岗位的分类,进一步学习导游的服务流程及工作任务,掌握英语导游讲解内容和技巧,培养处理突发事件的应变能力和交际沟通能力。

本书遵循项目导向、任务引领的原则,在结构编排上体现如下特色:

1. 学习目标明确。每个任务学习前都有相应的学习目标,使学习目的更加清晰。
2. 项目与任务融会贯通。每个项目下设有若干个要求学生完成的具体的学习任务。任务设计注重与实际岗位相结合,注重每个任务的可操作性,适合课堂教学和实训,有利于培养学生的语言技能。
3. 实践性强。本教材每个任务后,都介绍了相关服务流程和服务技能,以及一些导游服务的应知应会的内容,帮助学生更好地了解这一行业。
4. 内容详尽,循序渐进。每个任务的学习内容根据导游服务工作的程序来逐一渗透完成。每个任务包含热身讨论、阅读、小思考、对话模拟、任务操练及导游服务的应知应会的小贴士等内容,集实用性、趣味性及职业性于一体,帮助学生全

面掌握导游英语服务的各个环节,全面提升导游英语听、说、读、写的能力。

《导游服务英语》由宁波城市职业技术学院俞圆主编。在编写的过程中,参考了大量相关文献资料,并得到了同行的大力支持,在此表示衷心的感谢。

由于作者水平有限,加之对高职教材编写模式改革的尝试,书中不妥与疏漏之处在所难免,敬请同行专家和读者批评指正。

编者

2010年9月

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# **Project 1**

**I Want to Be a Tour Guide**





## Task 1

### What's the Responsibility of a Tour Guide?



#### Task Objectives

After learning, you should be able to:

- know the responsibilities of a tour guide
- learn what skills and qualities a tour guide should have, and
- master the useful expressions referring to the tour guide.

场景: 朱莉和露茜是旅游学院的一年级新生。她们所学的都是导游专业。在寝室里, 她们正互相讨论着: 导游到底是做什么工作的? 做一名导游需要什么技能和素质?



#### Warm-up Discussion

Which job in the travel industry interests you the most? For example, waiter/waitress, flight attendant or tour guide?

- 1) What is your idea of a good job? Put the following ideas in order of importance.

Work in pairs and discuss your choices with your partner.

- ☐ a chance to travel
- ☐ a good salary
- ☐ long holidays
- ☐ opportunities to meet people
- ☐ flexible working hours
- ☐ responsibility for other staff
- ☐ teamwork
- ☐ job stability

- 2) If there is a vacancy as a tour guide in a well-known travel agency, do you like to get it? Why or why not?



## Reading

Different tourist guides, national guides, local guides, spot guides/interpreters, and tour managers, act different role or roles.

What role does a national tour guide play?

National tour guides travel with the tour group throughout China; they represent the receptive travel agency in China and see to it that the itinerary is carried out smoothly. What's more, they deal with technical aspects of the trip and coordinate all of the tour arrangements: primary interaction with the tour group in and throughout the tour on time schedules, regulations, etc.; and taking care of baggage handling, hotel, train and ship room assignments, airline tickets, passports, visas, group check-in and seating, meals, special needs (including special diet), and health problems.

What role does a local tour guide play?

Local tour guides work in local city or provincial travel service offices. They handle itineraries in specific destinations, do hotel and restaurant assignments, and give information about local cities and instruction on itinerary. What's more, they work co-operatively with foreign tour managers and national guides.

### Words and Expressions

national guide	全陪
local guide	地陪
domestic tour guide	国内导游
international tour guide	国际导游
receptive travel agency	接待旅行社
itinerary	n. 旅游行程
package tour	包价旅游
coordinate	v. 协同, 协作
tour arrangement	旅游安排
schedule	n. & v. 日程安排
assignment	n. 分配
tour manager	旅游经理人

### Quickies

According to the reading, answer the following questions.

- 1) What is a local guide's routine work?
- 2) What is a national guide's routine work?

3) Does a national guide have to make an interpretation at the scenic spots?



## Task Practice

---

Presentation: Retell the local and national guide's responsibilities according to the passage above with your own words in class.



## Tips

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**What you should be able to know**

**导游的主要职责是：**

- (1) 接受任务,按接待计划安排和组织旅游者参观游览;
- (2) 负责向旅游者介绍、讲解、传播文化;
- (3) 配合和督促有关部门安排旅游者的吃、住、行、游、购、娱,保护旅游者的人身安全和财产安全等;
- (4) 反馈旅游者的意见和要求,协助安排会见、座谈等活动;
- (5) 解答旅游者的询问,协助处理旅途中遇到的问题。

## Task 2

### Write a Letter of Application for a Tour Guide



#### Task Objectives

After learning, you should be able to:

- know what content a CV covers
- learn the key points of writing a good CV, and
- master the special terms in writing a CV.

场景:一转眼,学习结束了。朱莉和露茜都想在毕业后从事导游工作。在找工作前,她们想写一份英文简历(CV)。可该如何下手呢?什么样的简历才能称之为好的简历呢?



#### Warm-up Discussion

- 1) What makes a good CV?
- 2) How long should it be?
- 3) What should it contain?



#### Reading

##### I How to Write a CV

There's lots of advice on CVs and a lot of it differs, so it's hard to say exactly what the perfect CV is. I'd like to say a good CV should cover no more than two sides of paper and be divided into clear headings. The first section should include personal details: name, address, telephone numbers, e-mail address. A photo is preferred by some employers.

Next comes education and qualifications starting with the most recent things. The third section deals with work experience—again starting with the most recent job.

I think it's important to be brief, so use bullet points and action verbs. You do not need to use complete sentences as long as it is very clear about what you have done.

Following, this is the section on professional skills. Show the employer your abilities, including your ability to use computer and foreign languages.

Finally, detail your interests. An employer likes to know what kind of person you are and things like team sports, for example, show this.

Perhaps the most important thing is show how you meet the criteria in the job advertisement. Make it easy for the employer to ask you to an interview.

### Words and Expressions

CV (curriculum vitae)	n. 简历
be divided into...	被分成……
headings	n. 标题
section	n. 部分
qualification	n. 资历, 资格证书
brief	adj. 简洁的
action verb	行为动词
professional skills	专业技能

### Quickies

Are these statements true or false? Correct any false statements.

- 1) A CV should be no longer than two pages.
- 2) A CV should always include a photo.
- 3) You should put the most recent experience first.
- 4) You should write in full sentences.
- 5) An employer is not interested in your hobbies and interests.
- 6) You should adapt your CV to the job description.

### A sample of CV

#### Personal Details

Michel Blanc

5 rue de la Liberation

76000 Rouen, France

E-mail: michel\_blanc@yahoo.fr

25 years old

French

#### Education

Equivalent of British 'A' levels; Specializing in economic subjects.

Two years' vocational training in Leisure and Tourism.

**Work Experience**

Internship at the Ibis Hotel (Southampton) in charge of 62 bedrooms, three conference rooms.

Supervised the operation of the night shift, dealt with questions and complaints, implemented routine checks of the hotel, collected and compiled the daily business figures and entered statistics into a database to produce the daily reports.

Le Parc (Rouen) Assistant Manager of a three-star hotel (45 rooms, 26,000 covers p. a.). Responsible for customer care, staff supervision, sales promotion (accommodation, seminars, banquets) and accounting.

**Professional Skills**

Project management, sales, customer care and public relations, budgeting and forecasting.

**Computer skills:** MS Office, specialist management software (HOTIX, LOGHOREST, CALLSTAR)

**Languages:** English, Spanish, and some German

**Interests:** Sailing, skiing, and diving

**Name and Address of Referee**

Mr. Clark, Oasis Hotel, 26 Wharf Street, Southampton

**II Cover Letter**

A short cover letter should always accompany your CV, further illustrating your ambition of applying for the job.

**A sample of tour guide cover letter**

Robert Harman

678 Foster Park Drive

Any City, USA 23232

October 10, 2006

Mr. Norman Pittman, President

World Wide Travel and Tours, Inc.

17 Almond Way

Any Town, USA 78956

Dear Mr. Pittman,

Your listing on JobBankUSA.com for tour guides impressed me. You covered everything

you need in such an employee. It seemed you were describing me! I am a person who can lead others to exciting destinations and then inform them of interesting facts about the places they visit. I have experience as an associate tour guide and I am now ready to manage a group as the leader. I've been on ten tours throughout Europe and feel certain that my knowledge and experience will qualify me for the position.

I have good customer service skills, and I love helping people enjoy and learn from their travel.

Would you like to meet me and talk over this job? I'd enjoy speaking with you in person. Please call me on my cell phone; 123-456-7891 to set up an interview at your convenience. Thank you for your kind attention to my cover letter and my qualifications.

Sincerely,  
Robert Harman

### Words and Expressions

cover letter

求职信

illustrate

v. 阐述, 表明

associate

adj. 非正式的; 准的; 副的

at your convenience

在你方便的时候

### Quickies

Judge the following advice into two categories, dos and donts. Use interesting color paper.

- (1) Write at least two pages.
- (2) Repeat what is already on your CV.
- (3) Point out professional skills that you have acquired.
- (4) Emphasize how you believe you meet the employer's needs.
- (5) Tell the employer that you will call in to discuss your application.



## Task Practice

- 1) Write your own CV and show it to a partner. Ask him or her to evaluate it using these check points.
  - Does it look good?
  - Does it list experience starting from the present?



- Is it too long/too short?
  - Is the contact information clear?
  - Does it provide a good basis for an interview?
- 2) If you want to apply for a position in a three-star hotel, use these phrases to complete the cover letter below.
- I am confident...
  - I am available...
  - Please find enclosed ...
  - I am writing with reference to ...
  - I look forward to hearing ...
  - I have experience of ...



## Tips

### 1) What you should be able to know

一份好的简历应根据申请人的实际情况写成。简历的格式一般分为 Personal Details、Employment History、Education and Qualification、Awards 这几部分。写英文简历需强调:

- (1) 与所申请的职位最相关的信息;
- (2) 相对于其他申请人你的优势所在;
- (3) 最近发生的事情,从目前发生的开始写;
- (4) 简历一般包含个人信息、受教育程度和资历情况、工作经历、职业技能、所获头衔或奖项等内容;
- (5) 简历要注意用词的简洁明快,不需要用完整的长句。

### 2) Useful expressions in writing a cover letter

- I wish to apply for the position of ... which you advertised in ... on Oct. 9.  
我想申请您于10月9日刊登在……上的……职位。
- I am keen to fill a job vacancy with your company.  
我很想申请你们公司的一份工作。
- I write this letter to apply for the position that you have advertised in China Daily.  
我想申请你们刊登在中国日报上的这个职位。
- Your advertised position of tour manager interests me.  
我对你们广告上登的领队这份工作很感兴趣。
- I am writing this letter to recommend myself as a qualified candidate for the job of senior tour guide you have advertised.  
我写信推荐自己是您广告中想要找的资深导游的合适人选。