



闽西职业技术学院 国家骨干高职院校项目建设成果
MINXI VOCATIONAL & TECHNICAL COLLEGE
——旅游管理专业

赖春梅 © 主编

涉外导游 英语实训

HEWAI DAOYOU YINGYU SHIXUN



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总 序

国务院《关于加快发展现代职业教育的决定》指出，现代职业教育的显著特征是深化产教融合、校企合作、工学结合，推动专业设置与产业需求对接、课程内容与职业标准对接、教学过程与生产过程对接、毕业证书与职业资格证书对接、职业教育与终身学习对接，提高人才培养质量。因此，校企合作是职业教育办学的基本思想。

产教融合、校企合作的关键是课程改革。课程改革要突出专业课程的职业定向性，以职业岗位能力作为配置课程的基础，使学生获得的知识、技能满足职业岗位（群）的需求。至2014年6月，我院各专业完成了“基于工作过程系统化”课程体系的重构，并完成了54门优质核心课程的设计开发与教材编写。学院以校企合作理事会为平台，充分发挥专业建设指导委员会的作用，主动邀请行业、企业“能工巧匠”参与学院专业规划、专业教学、实践指导，并共同参与实训教材的编写。教材是实现产教融合、校企合作的纽带，是教和学的主要载体，是教师进行教学、搞好教书育人的具体依据，是学生获得系统知识、发展智力、提高思想品德、促进人生进步的重要工具。根据认知过程的普遍规律和教学过程中学生的认知特点，学生系统掌握知识一般是从对教材的感知开始的，感知越丰富，观念越清晰，形成概念和理解知识就越容易；而且教材使学生在获得的知识更加系统化、规范化，有助于学生自身素质的提高。

专业建设离不开教材，一流的教材是专业建设的基础，它为课程教学提供与人才培养目标相一致的知识与实践能力的平台，为教师依据教学实践要求，灵活运用教材内容，提高教学效果，完成人才培养要求提供便利。由于有了好的教材，专业建设水平也不断提高，因此在福建省教育评估研究中心汇总公布的福建省高等职业院校专业建设质量评价结果中，我院有26个专业全省排名进入前十名，其中有15个专业进入前五名。麦可思公司2013年度《社会需求与培养质量年度报告》显示，我院2012届毕业生愿意推荐母校的比例为68%，比全国骨干院校2012届平均水平65%高了3个百分点；毕业生对母校的满意度为94%，比全国骨干院校2012届平均水平90%高了4个百分点，人才培养质量大大提升。



闽西职业技术学院院长、教授

2015年5月

前言

在国家大力发展职业教育的方针指引下,全国高等职业教育蓬勃发展,国家提出高等职业教育要“以服务为宗旨,以就业为导向”,采用“工学结合”的培养模式,实现培养技术、生产、管理和服务第一线高级技能人才的目标。因此,高等职业教育的课程设置、内容选取、教学过程必须反映职业岗位对人才的要求以及对学生未来职业发展和学生综合能力培养的需要,体现职业性与实践性。

涉外导游英语是旅游管理专业的学习领域专业核心课程,是将导游业务知识与专业英语融为一体的英语应用课程,是一门实践性很强的课程。它以英语语言教学为载体,强调导游工作中对现代英语工具的使用。首先,本课程以培养导游的涉外岗位接待沟通能力和导游职业素养为核心,突出对旅游职业素养的养成和旅游技能的训练,与龙岩市旅游局、龙岩国际旅行社、旅游景区共同合作,最终培养学生出入境导游业务能力。其次,本教材的编写以职业能力培养为重点,与行业企业合作进行基于工作过程的课程开发与设计,根据行业企业发展需要和完成职业岗位实际工作任务所需要的岗位能力和素质要求,选取教学内容。

本书为闽西职业技术学院和福建省客家旅游发展有限公司、龙岩厦旅国际旅行社校企合作编写教材,由闽西职业技术学院的赖春梅老师担任主编。福建省客家旅游发展有限公司的苏财生、黄小娜,以及龙岩厦旅国际旅行社的黄峻华为本书的编写提供了宝贵的企业案例和实践教学材料。

本书主要是针对为入境的旅游者用英语提供“吃、住、行、游、购、娱”等六大方面的服务来设计实训。全手册主要分为三个部分:实训要求、导游员的必备条件和实训内容。

第一部分,实训要求。

第二部分,导游员的必备条件。包括导游员服务的全球概念、导游员的主要任务、高素质导游员的基本要求、情景对话。

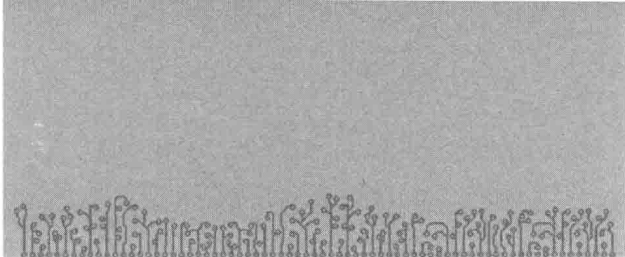
第三部分,实训项目。以地接导游员的入境旅游团服务流程进行子项目设计,包含了8个实训项目,即迎接服务、沿途服务、核对行程及处理更改、入店服务、就餐服务、购物服务、娱乐服务、送客服务,以真实地接任务为载体进行项目训练。

在编写过程中,我们也参考、借鉴了国内导游业务研究方面的相关研究成果,并引用了其中的一些观点和资料,再次一并向他们表示感谢!



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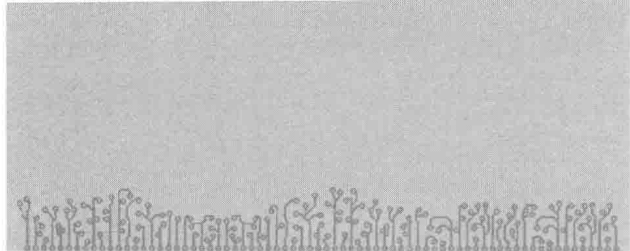
一 实训要求

1. 培养目标

培养具有一定专业知识和英语交际能力的入境游导游。

2. 培养内容

- (1) 培养学生较强的听、说、读、写、译等语言表达能力。
- (2) 使学生进一步熟悉导游的工作程序，深入了解导游的工作性质，提升学生的导游讲解能力和组织管理能力。
- (3) 掌握导游带团服务技巧，获得独立工作能力，并能提供优质、高效、便捷的服务。
- (4) 培养学生较强的沟通能力、团队合作能力、应变能力及管理能力和该行业所需的综合职业能力。
- (5) 通过拓展训练，培养学生的创新能力。



二 导游员必备的条件

（一）导游员服务的全球概念（The Global Concept of Tour Guide Service）

The global concept of tour guide service contains 7 meanings represented by the word “SERVICE” with 7 letters. 导游员服务的全球概念包括 “SERVICE” 一词中的七个字母所代表的七层含义。

（1）S—Smile 微笑。导游员要对旅游者提供微笑服务。

“S”, the first letter stands for “smile”, meaning that the tour guide should provide smiling service. In other words, the tour guide is supposed to smile while rendering service to tourists.

（2）E—Excellent 出色。导游员要将每项服务工作都做得很出色。

“E”, the second letter stands for “excellent” which indicates that service should be performed in an excellent way.

（3）R—Ready 准备好。成功的导游员应具有良好的主动服务意识，提前做好物质、心理各方面的准备。

“R”, the third letter stands for “ready” which shows that the tour guide is constantly ready to serve tourists.

（4）V—Viewing 看待。对待不同国籍、不同阶层、不同消费水平的游客要一视同仁、平等相待。

“V”, the fourth letter stands for “viewing” which indicates that each tourist should be treated as a distinguished guest with his or her special needs.

（5）I—Inviting 有魅力的。在必要的共性因素上融合个性因素，创造标准化基础之上的充满魅力的服务。

“I”, the fifth letter shows “inviting” which means that tourists will want to return after he or she leaves the city or the country.

（6）C—Creating 创造。面对诸多不确定和未知因素，导游员要迅速妥善处理可能出现的意外。

“C”, the sixth letter stands for “creating” which shows that the tour guide should create an amiable and harmonious environment for tourists.

（7）E—Eye 眼光。要着眼大局，从游客的利益和旅游业的可持续发展出发，以长远眼光、整体视角处理带团过程中出现的各种矛盾和问题。

“E”, the seventh letter indicates “eye” which means that each tour guide pays a close attention to tourists with keen observation, anticipates their needs and provides his or her service in time which makes tourists feel that they are carefully and constantly concerned by tour guides.

(二) 导游员的主要任务 (A Tour Guide's Main Tasks)

导游员是指取得导游证, 接受旅行社委派, 为旅游者提供向导、讲解及相关旅游服务的人员。导游, 从词义上分析, 由“导”与“游”两个字组成。“导”含有向导、引导、开导、教导、领导、启发等意义, 还有开通、引流的含义。“游”含有游玩、游赏、游历、游学的意义, 也含有交流、交往和交际的含义。“导”与“游”组合在一起就成为“导游”一词, 即组织、指导旅游以满足旅游者游览、交往、增长见闻阅历的愿望。西方人称导游为Escort。Escort的意思是: Person or persons accompanying somebody for courtesy sake. 英文“导游”的解释是: Guide: person who shows others the way, esp. a person employed to point out interesting sights on a journey or visit. 导游就是在旅游实践中进行导游的人。用一句术语来表示就是: 导游是以旅游者为主要对象, 以指导参观游览, 沟通思想为主要工作方式, 以安排旅游者的吃、住、行、游、购、娱为主要任务, 以增进相互了解和友谊, 为国家建设积累资金为目的的旅游接待服务人员, 也是进行民间外交和地区横向联系的第一线的工作人员。

A tour guide generally dose freelance work which includes a wide range of tasks.

Firstly, his/her job encompasses a broad array of scope, such as providing some basic services including meeting and seeing off, checking in and checking out, arranging food and accommodation, providing on-tour service and promoting optional tour products, giving tour advice, dealing with complaints and emergencies, doing pre-tour and post-tour job and so on. In addition, tour guides act as educators, instructors and all-around experts in history, geography, architecture, art and other interdisciplinary knowledge.

Secondly, a guide is the public face of a travel agency. He/She will help shape the first impression to visitors. His/Her quality of service is as a matter of course conducive to the direct promotion of sales of local tour products, in other words, tour guides make a great contribution to increasing the income of foreign currency of an area.

Thirdly, by working at the forefront of the travel industry and meeting people from all over the world and with diverse backgrounds, a guide acts as a goodwill culture ambassador to foreign guests, and often fulfills the role of an unofficial spokesperson for the destinations which they work for. It is therefore a guide's responsibility to facilitate foreign tourists to enhance their understanding about China and eliminate prejudice against China.

(三) 高素质导游员的基本要求 (Basic Requirements for a Well-Qualified Tour Guide)

(1) Smile 微笑。

(2) Never say “no” to a tourist. 不要对旅游者说“不行”。

(3) Comply with tourists' reasonable requests immediately. 对旅游者的合理要求立即照办。



(4) Take personal responsibility to get the answers to the tourists' questions. 认真负责地回答游客的提问。

(5) Greet tourists with a warm welcome and wish our departing tourists a warm goodbye and invite them back. 热情迎接和欢送每一位游客，并欢迎他们再次光临。

(6) Use the tourist's name whenever possible. 尽可能称呼游客的姓名。

(7) Use English when speaking with tourists. 用英语与旅游者交流。

(8) Wear an immaculate uniform at all times, including your nametag. 穿戴整洁并佩戴名卡。

(9) Escort tourists rather than just giving directions. 为游客引路而不光为游客指点方向。

(10) Be knowledgeable of your city and China to answer the tourists' inquiries. 了解你所在的城市和中国概况，回答游客的询问。

(11) Use proper telephone etiquette. 使用礼貌的电话用语。

(12) Know your role in an emergency situation. 了解紧急情况下自己的职责。

(13) Notify your superior immediately when you need help. 当你需要帮助时，尽快通知你的主管（领导）。

(14) Develop a buddy system during a tour. 接团是要互相帮助。

(15) Create an atmosphere of teamwork both within and outside your travel agency. 在旅行社内外建立团队合作精神。

(16) Strive for excellence. Never be satisfied with "good enough". 努力争取上佳服务，决不满足在一个“好”字。

(四) 情景对话 (Simulated Conversations)

1. Dialogue 1

(I=Interviewer 主试人 A=Applicant 申请人)

A: Excuse me, I am Sun Lin. I am here about your advertisement for a tour guide. Are there still any vacancies?

I: Yes. One more is needed.

A: Oh, I'm so lucky. I want to apply for it.

I: But do you have any relevant experience?

A: Yes. I have been a guide for two years.

I: OK. Then I want to ask you some questions about the tourist guide. If there were an accident, for example, a tourist fell ill, what would you do?

A: I think I will call the office to send someone to meet us, and escort that person to the nearest hospital without interrupting our trip.

I: If one of them forgot a camera in a restaurant, would you let the tourist bus go back?

A: No. In fact, prior to their boarding the bus and their getting off the bus, I will make an announcement to remind them that they should check their belongings.

I: Well, it seems that you have all the practical experience to handle these cases. I am very

glad to welcome you into our company.

A: Thank you. It's my honor.

A: 你好,我是孙林。我是为贵公司招聘导游的广告而来的,还有空缺吗?

I: 有,还需要一名。

A: 哦,我太幸运了。我想申请这个职位。

I: 但你有这方面的经验吗?

A: 有,我当过两年的导游。

I: 好,我想问你几个有关导游的问题。如果出现意外,比如一个游客病了,你该怎么办?

A: 我想我会打电话叫公司派人来接应我们,护送那个人到最近的医院,不至于打乱我们的旅行计划。

I: 如果有人把相机落在了饭店,你会让旅游车返回去吗?

A: 不会的。实际上,在他们上车和下车之前,我都会提醒他们检查他们的物品。

I: 那好,看来你有处理这方面事情的所有实际经验。我非常欢迎你来我们公司。

A: 谢谢,这也是我的荣幸。

2.Dialogue 2

(I=Interviewer 主试人 A=Applicant 申请人)

I: It says here that you graduated from Beijing Normal University with a major in English Language and Literature.

A: Right. Then you may think that I am not fit for this job according to my educational background.

I: Yes.

A: But I want to be a tour guide very much, because I like traveling and meeting various kinds of people. So I took an evening course at Tourism School of Beijing after graduation and I have gotten a qualification certificate.

I: So you must be an extravert?

A: Yes, I always enjoy being with a group of people and chatting with them.

I: What do you think are the responsibilities of a tour guide?

A: A tour guide must be responsible for arranging and coordinating tour activities, and offering service of transportation, accommodation, sightseeing, shopping and entertainment.

I: Don't you consider it a hard work?

A: Hard but interesting, I think.

I: Do you have any experience as a tour guide?

A: Yes, I usually guided foreign tourists around Beijing when I was in university.

I: Have you ever learned any other foreign languages other than English?

A: Yes, I have learned a little French and Japanese as well.

I: 上面说你毕业于北京师范大学英语语言文学专业。

A: 对。你可能认为我的教育背景并不适合这份工作。



I: 是的。

A: 但是我很想当一名导游, 因为我喜欢旅游, 也喜欢和各种各样的人打交道, 所以毕业后我参加了北京旅游学院的夜校, 而且已经获得了资格证书。

I: 看来你是个外向的人?

A: 对, 我喜欢和大家一起畅谈。

I: 你认为导游的职责是什么?

A: 作为一名导游要安排和协调旅游活动, 并为游客提供交通、膳宿、观光、购物和娱乐服务。

I: 你不认为这是一份非常辛苦的工作吗?

A: 虽然辛苦但很有趣。

I: 你有做导游的工作经验吗?

A: 有, 在大学期间我经常带领外国游客游览北京。

I: 除了英语, 你还学过别的外语吗?

A: 学过一些法语和日语。

三 入境旅游 (Inbound Tourism)

表 3-1 本章实训内容

实训模块	实训项目	学时	教学方法	实训地点
导游服务技能模块	1. Greeting Service (迎接服务)	4	案例分析、情景模拟、角色扮演	旅游交通实训室
	2. Service En Route —on the way to the hotel (沿途服务)	6	现场操作、情景模拟、角色扮演	旅游大巴
	3. Hotel Check-in (入店服务)	4	讨论、情景模拟、角色扮演	前厅实训室
	4. Discussing the Itinerary (核对行程及处理更改)	4	行程设计及翻译	多媒体教室
	5. Food & Beverage (就餐服务)	5	案例分析、情景模拟、角色扮演	酒吧实训室
	6. Shopping (购物服务)	4	案例分析、情景模拟、角色扮演	茶艺实训室
	7. Entertainment (娱乐服务)	4	案例分析、情景模拟、角色扮演	酒吧实训室
	8. Departure Service (送客服务)	5	讨论、情景模拟、角色扮演	旅游交通实训室

实训一 迎接服务 (Greeting Service)

表 3-2、教学步骤 1

Step	Module	Contents	Teaching Methods	Periods
I	Task 确定任务	Objectives of This Unit	Task-Based	0.25
II	Construction 知识构建	Section 1: Leading-in	Project-Based Problem-Based Group Study Case Study	0.25
III	Training 语言及技能训练	Section 2: Meeting the Guests at the Airport Section 3: Learning Assistant Section 4: Enforcing Your Guiding Skills	✧ Case Study Situational Simulation	1



续表

Step	Module	Contents	Teaching Methods	Periods
IV	Display 成果展示	Section 5:Role-Play	Role-Play	2
V	Assessment 综合评价	Self Assessment	Communicative Approach	0.25
		Team Members' Assessment		
		Overall Assessment		
VI	Reflection 总结与反思	Reflection of This Unit		0.25
Total	Six Steps		Comprehensive Methods	4

(一) 确定任务 (Task)

According to the characteristics of the course plan, the teacher makes clear about the task and analyzes the objectives and basic requirements of the task.

1. Objectives (情境目标)

The students will be able to

- master the basic words and expressions about meeting the guests at the airport.
- know the working process about meeting the guests at the airport.
- design and implement the working project under certain situation.

2.Focus (教学重点)

- Enforcing students' guiding skills by case study and situational simulation

3.Difficulties (教学难点)

- Master the basic words and expressions about meeting the guests at the airport.
- Master the work process about meeting the guests at the airport.

(二) 知识构建 (Construction)

Introduce relative words, tour guiding skills as well as the work process of meeting the guests at the airport. Students should acquire relative information.

Section 1: Leading-in

1. Question & Answer

(1) What kinds of things should a guide take before he goes to the airport?

- ① the tour guide certificate
- ② the operation schedule of the tour group

- ③ tour banner/the flag of the travel agency
- ④ copy of the insurance policies and various voucher(票券)
- ⑤ travel schedule/itinerary
- ⑥ loudspeaker
- ⑦ the sign to meet the guests
- ⑧ personal belongings
- ⑨ money

(2) What should the guide do before tourists' arrival?

- ① check the arrival time
- ② contact the bus driver
- ③ arrive at the airport or station half an hour earlier.
- ④ wait for the group with a sign at a place where the guests can easily see you.

(3) What should a guide do upon the arrival of the tour group?

① Meet the tour group and check the nationality, group code, number of tourists and name of the tour leader.

② Make sure that all luggage has been claimed and collected by the porter to transfer to the coach.

③ Lead the tour group to the coach and assist them in boarding. The guide should stand by the door greeting the tourists politely and confirming the number of the group.

2. Discussion

(1) Miss. Li was assigned to receive a tour group from the United States this morning. She arrived at the Xiamen International Airport on time. After all the tourists disembarked the plane, she did not expect the arrival of her tour group. She met the tourists that are not her own. Later she was told that her tourists have been picked up by another guide. What happened to her? How could she avoid such an incident in the future?

(2) Mr. Su is picking up the tourists at Shanghai Pudong International Airport. All the luggage have been claimed, but Mr. Smith's baggage is not found. Mr. Smith is so worried that he is reluctant to leave the airport while other tourists are waiting impatiently in the coach, any suggestions you can put forward to Mr. Su?

3. Case Study

How to Meet the Guests at the Airport?

✧ First, the local guide should greet the tour leader or national guide and extend welcome to him.

- ✧ Ask about the flight.
- ✧ Ask if all members of his party are here.
- ✧ Make sure that all the luggage have been claimed.
- ✧ Lead the guests to the coach waiting outside.



4. Professional Know-How

The Working Procedures of a Tour Guide

Meeting on Arrival

You should telephone the airport, railway station or harbor again to reconfirm the time of arrival two hours before meeting, and then inform the coach driver.

(1) Arrive at the Meeting Sites on Time

You should arrive at the airport, railway station, or harbor half an hour before the schedule. As soon as you get to the waiting room, you should liaise with luggage man immediately. And tell him the name of the tourist group, the hotel they are going to stay, ETA at the hotel, and also ask the luggage man about the approximate time when the luggage gets to the hotel.

(2) Greeting the Group

As this is the first time you meet the tourists, you should leave a very good impression on them; therefore, you should be friendly, polite, and ready to serve and do things in an orderly way.

(3) Liaise with the Group Leader

You should liaise with the group leader as soon as possible and check if there are any changes for actual number of the tourists and travel programs, and then go to the porter together with the tour leader to check the luggage.

(4) Give Self-Introduction

You should introduce yourself to the group and tell them that you'll be their company during their stay in the country or city and you are ready to be helpful to them.

(5) Lead Them to the Coach

Before going to the coach, you should remind them to take all their belongings. You should stand by the coach to assist the tourists to get on, and count the number after they all get on the coach.

(三) 语言及技能训练 (Training)

Train and enforce students' guiding skills by different tasks and establish the simulated professional scene of the traveling reception. Students simulate the work process by performing the roles respectively.

Section 2: Meeting the Guests at the Airport

A local guide from Longyan Zhongyuan International Travel Service is at the Xiamen International Airport. When a travel group comes he smilingly greets a gentleman, the tour leader.

(L=Local guide; G=Guest; S=Smith)

L: Welcome to China! Are you Mr. Smith?

G: No, I'm not. I'm a member of a tour group from America. Mr. Smith is our tour leader. He is over there.