



# 导游英语

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华中师范大学出版社

2006年·武汉

## 新出图证(鄂)字 10 号

### 图书在版编目(CIP)数据

导游英语/游巧荣主编. —武汉:华中师范大学出版社,2006.8

ISBN 7-5622-3390-X

I. 导… II. 游… III. 导游—英语—高等学校—教材 IV. H31

中国版本图书馆 CIP 数据核字(2006)第 045192 号

## 导游英语

主编:游巧荣

出版发行:华中师范大学出版社 ©

社址:湖北省武汉市珞喻路 152 号

电话:027-67867076/67863040(发行部) 027-67861321(邮购部)

传真:027-67863291

网址:<http://www.ccnup.com.cn>

经销:新华书店湖北发行所

责任编辑:龚琼芳

封面设计:甘英

开本:787mm×960mm 1/16

版次:2006年8月第1版

印数:1-3000

电子信箱:hscbs@public.wh.hb.cn

印刷:华中师范大学印刷厂

责任校对:章光琼

督印:姜勇华

印张:13 字数:233千字

印次:2006年8月第1次印刷

定价:26.50元

欢迎举报盗版,举报电话 027-67861321

# 前 言

改革开放以来,尤其是入世以后,我国旅游业得到了迅猛的发展,已成为前景光明的朝阳产业和第三产业中的支柱产业。我国持续增长的经济、不断增强的综合国力、壮丽而又风格各异的自然景观和积淀深厚的人文景观,以及灿烂辉煌的中华五千年文明的无穷魅力,吸引着越来越多的外国朋友来我国旅游观光。旅游业飞速发展的形势,对旅游业从业人员提出了更高的要求。他们不仅要懂得旅游业务知识,而且要具有较强的英语交际能力。为此,我们组织国内部分高等学校多年来从事旅游英语教学的教师,编写了这本《导游英语》教材,供高等学校(包括高职院校)旅游专业本专科生和旅游业培训从业人员使用。

旅游行业具有实践性强的特点。有鉴于此,我们在编写本教材时,既注重教材内容的知识性、科学性和系统性,更特别注意突出教材内容的实用性和可操作性。无论在教材总框架和体例的设计上,还是在具体的课文内容、对话、补充阅读、练习等的安排上,我们都力求体现这一原则。同时,在内容编排上,我们还充分考虑了地域的广泛性,力图使教材适应全国各地的情况,以方便全国各地的读者使用。

《导游英语》以导游为中心,介绍导游所必须具备的基本业务知识和旅游文化知识,如旅行社概况、中国传统节日、中国传统习俗等,设计了导游在接待游客的全过程中可能会遇到的各种情景,如接待游客,为游客安排食、住、行、游、购、娱,处理突发事件和向游客道别等。这些内容构成了全书的12个单元,每个单元包括课文、对话、补充阅读和课后练习。课文部分比较系统地介绍导游所必需的旅游文化知识;对话注重典型性和实用性,全面呈现导游接待工作全过程的情景对话,每个单元包括3组对话;补充阅读旨在进一步提高学生的英语语言能力,增加学生的旅游文化知识;练习的设计注重多样化,有听写、情景短剧表演、英汉互译等,其中英汉互译提供有关世界著名景点、著名文化习俗的英文资料和中国著名景点的中文资料,让学生翻译,以增加学生的旅游文化知识。这样,每个单元有三处比较集中地呈现旅游知识,即课文、补充阅读材料和部分练习。教材容量和难度适中,可供一学期使用,建议每周学时为4~6节。

本教材由游巧荣担任主编,曾宪梅、谭锴担任副主编。游巧荣负责全书框架

和体例的设计,编写大纲的拟订,全部书稿的组稿、修改、统稿和定稿工作。具体编写分工如下:第一单元,华中师范大学游巧荣;第二、三单元,湖北经济学院曾宪梅;第四单元,武汉航海职业技术学院陶仕娟;第五单元,武汉职业技术学院缪小玲;第六单元,武汉民政职业学院谭锴;第七单元,武汉大学陈志宇;第八单元,湖北大学李玲;第九单元,武汉警官职业学院刘月朗;第十单元,河南科技学院赵霞;第十一、十二单元,中南财经政法大学李莺莉。

本书完稿后,承蒙美籍专家 Andrew J. Scott、Flannery J. Scott 夫妇惠于审校,使书稿质量得到了提升,也使本书读起来更地道、更纯正;在本书出版的过程中,华中师范大学出版社给予了大力支持,责任编辑龚琼芳老师给予了具体的指导和帮助,在此一并致谢。

在本书编写的过程中,我们参考了国内外大量的研究成果,这些成果以参考文献的方式列于书末,在此特向这些成果的作者致谢。由于时间仓促,加上编者水平有限,书中疏漏在所难免,欢迎专家、学者、同行和广大读者批评指正,以便再版时订正。

游巧荣

2006年4月10日于武昌桂子山

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# Unit One Travel Service

## **Text**

### **Pre-reading Questions:**

1. What are the three pillars of the tourist industry?
2. How does a typical travel agency introduce to the tourists the delights offered by a wide variety of tours?
3. What does the travel agency do for its clients?
4. What role do the tour guides play in a travel agency?
5. Why is being a tour guide seen as a demanding job?

## **Travel Agency**

The travel agency or travel service, the tourist hotel, and tourist transportation generally comprise the three biggest pillars of the tourist industry. Travel agencies range from very large businesses to very small ones. No matter whether they are large or small, their working staff can effectively carry out all the business operations and jobs including secretarial, travel counseling, and managerial activities. A typical travel agency has a rack of colorful brochures that illustrate the delights offered by a wide variety of tours.

Many travel agencies are equipped with computer terminals, devices that allow prompt and efficient access to the information stored in the computer. An agent can use the terminal to ask the computer a question and receive an answer very quickly. This makes possible the immediate confirmation or reservation of airline seats, hotel rooms, or rental cars. These modern devices also make the working staff at the information center of a travel agency work

more efficiently and offer better services.

The travel agency is supposed to design tour routes, work out tour plans, fix tour prices, buy insurance for tourists, and advertise tour services to attract clients. This way the tourists who take a packaged tour offered by a travel agency can enjoy the privileges that the independent travelers who don't travel as members of a group can't. The former don't have to reserve airline seats and rooms, or make travel arrangements, and are therefore able to visit many remote or rugged areas that would otherwise be difficult to try to see alone. In a word, the tour operators can make countless places throughout the world accessible to the tourists who join a packaged tour provided by a travel agency.

A sizable travel agency is usually staffed by managers and executives, receptionists, accountants, PR personnel, and tour guides. It is believed that the success of a travel agency lies in its image, and the tour guides play a key role in the establishment of a positive image, since they are in the direct service of tourists. Because of this, being a tour guide is regarded as a demanding job. First of all, one should always be enthusiastic and energetic. One travels with the tourists every day and enthusiastically gives introductions to the scenic spots wherever they go. Second, one should be knowledgeable and well-informed. Tourists have spent a large sum of money on the tour, so they want to get maximum information in minimum time. A tour guide is supposed to explain a lot of things and readily offer information whenever needed by the tourists. It is also a part of the tour guide's job to tell the tourists the history or legend of the scenic spots and places of historical interest. Third, one should have a strong sense of dedication. One must relate well to other people and deal with the variety of problems that arise not only in making travel arrangements, but also in carrying them out. One deals with the problems of lost baggage and unsatisfactory hotel accommodations, rainy days, fatigue and sudden illness, and with the interpersonal problems that arise among the members of the tour group. Finally, a qualified tour guide should improve his or her language skills so as to offer quality service to the tourists. A tour guide should have a good mastery of English, for many travel agencies often receive foreign visitors. It can be said that it is very fortunate for a travel agency to

possess a group of qualified and promising tour guides, whose high quality service will surely promote the business of their agency.

## New Words and Phrases

- transportation [ˌtrænsˈpɔːtɪʃən] *n.* 交通  
 comprise [kəmˈpraɪz] *vt.* 包括; 由……组成  
 pillar [ˈpɪlə] *n.* 柱子; 支柱  
 counsel [ˈkaʊnsəl] *vi.* 协商; 提出建议  
 rack [ræk] *n.* 搁物架; 挂物架; 书架  
 brochure [ˈbrəʊʃə] *n.* (详细介绍服务项目的)小册子  
 terminal [ˈtɜːmɪnəl] *n.* 终端  
 access [ˈækses] *n.* 接近(或进入)的机会; 接近(或进入)权; 享用权  
 confirmation [ˌkɒnfəˈmeɪʃən] *n.* 确认; 证实  
 client [ˈklaɪənt] *n.* 顾客; 主顾  
 privilege [ˈprɪvɪlɪdʒ] *n.* 特权  
 accessible [əkˈsesəbl] *a.* 可进入的; 可接近的  
 sizable [ˈsaɪzəbl] *a.* 相当大的; 大的  
 executive [ɪgˈzekjʊtɪv] *n.* 管理人员; 行政领导  
 demanding [dɪˈmɑːndɪŋ] *a.* 要求高的  
 enthusiastic [ɪnˌθjuːzɪˈæstɪk] *a.* 热情的  
 knowledgeable [ˈnɒlɪdʒəbl] *a.* 知识丰富的; 有见识的  
 well-informed [ˌwelɪnˈfɔːmd] *a.* 见多识广的; 博闻的; 消息灵通的  
 maximum [ˈmæksɪməm] *a.* 最高的; 最大(限度)的  
 minimum [ˈmɪnɪməm] *a.* 最低的; 最小(限度)的  
 legend [ˈledʒənd] *n.* 传说  
 accommodation [əˌkɒməˈdeɪʃən] *n.* [常用复数] 住处; 住宿  
 fatigue [fəˈtɪɡ] *n.* 疲劳; 劳累  
 interpersonal [ˌɪntəˈpɜːsənəl] *a.* 人际(关系)的; 人与人之间的  
 promote [prəˈməʊt] *vt.* 促进; 增进  
 travel agency 旅行社  
 packaged tour 包价旅游  
 independent traveler 自助旅游者

tour operator 旅游经纪人

PR personnel 公关人员

scenic spots and places of historical interest 名胜古迹

## Notes to the Text

1. Travel agencies range from very large businesses to very small ones. 旅行社有大有小。  
range from... to... 意为“在从……到……的范围内变化或变动”。如：  
Prices range from \$40 to \$80. 价格从40美元到80美元不等。
2. A typical travel agency has a rack of colorful brochures that illustrate the delights offered by a wide variety of tours. 典型的旅行社有一书架五颜六色的小册子,介绍各种各样的旅游活动给人们带来的乐趣。  
a variety of 意为“各种各样的”。  
that 引导的定语从句修饰 brochures。过去分词短语 offered by a wide variety of tours 修饰 the delights。
3. Many travel agencies are equipped with computer terminals, devices that allow prompt and efficient access to the information stored in the computer. 许多旅行社备有计算机终端设备,是一种可以快速高效地利用储存在计算机中的信息的装置。  
equip... with... 意为“以……装备……”。如：  
He has a car equipped with air conditioning. 他有一辆装有空调设备的汽车。  
access to... 意为“(有权)进入或利用……”。如：  
to gain access to a country's trading ports 获得进入一个国家贸易港口的权利
4. This makes possible the immediate confirmation or reservation of airline seats, hotel rooms, or rental cars. 这样就能立即确认或预订航班座位、旅馆房间或出租车。  
make... possible 意为“使……成为可能”,由于 make 的宾语太长,所以宾语部分放在 possible 的后面。
5. One must relate well to other people and deal with the variety of problems that arise not only in making travel arrangements, but also in carrying them

out. 一位导游必须同其他人相处好,还要处理在拟定和实施旅行安排过程中出现的各种各样的问题。

relate to... 意为“和……相处好”。如:

It's unfortunate when a father and son can't relate to each other. 父亲和儿子不能很好相处是一件不幸的事情。

6. A tour guide should have a good mastery of English, for many travel agencies often receive foreign visitors. 导游应该熟练掌握英语,因为许多旅行社经常接待外国游客。

have a mastery of 意为“熟练掌握;精通”。如:

The teacher has a mastery of his subject. 这位教师精通他的专业。

## Dialogue 1

**Situation:** *Barbara, an American teacher, teaches English at a university in Shanghai. The summer break is coming and she is planning to tour Beijing for seven days. Now she is talking to a travel agent on the phone to get information about the packaged tours in the city.*

### Enquiring about the Touring Packages

Barbara: Good morning!

Travel Agent: Good morning! What can I do for you?

Barbara: I'm thinking of taking a seven-day tour in Beijing in the coming summer. How many kinds of touring packages do you have?

Travel Agent: We have two kinds: a seven-day touring package and a ten-day touring package.

Barbara: I'm interested in the seven-day packaged tour. Could you tell me how much I would pay for it?

Travel Agent: The total price is 2,400 *yuan*.

Barbara: Could you tell me more details about what's included in the package?

Travel Agent: Sure. We'll pay for the round-trip tickets and all the meals during the tour.

- Barbara: How about the hotel accommodations?
- Travel Agent: Oh, it's included in the price I gave you. You will stay in a three-star hotel with Chinese and Western restaurants.
- Barbara: Sounds good. Will you also pay the admissions for the scenic or historical spots?
- Travel Agent: No, ma'am.
- Barbara: That's all right. Will you offer the tourists transportation during the tour?
- Travel Agent: Yes, our bus will take them to all the tourist attractions and back to the hotel.
- Barbara: Thanks so much for your information.
- Travel Agent: You're quite welcome. If you need more information, please call me. Goodbye.
- Barbara: Goodbye.

## New Words and Phrases

admission [əd 'mɪʃən] *n.* 入场费; 门票

ma'am [mæm] *n.* 太太; 女士; 夫人

round-trip ticket 来回票

tourist attraction 旅游景点

## Notes to the Dialogue

1. What can I do for you? 我能为您效劳吗?

这是一句客套话。服务员等常以此来询问来客是否需要什么帮助。含有同一意思的客套话还有“May I help you?”或“Can I help you?”。

2. Could you tell me how much I would pay for it? 您可以告诉我需要付多少钱吗?

“Could you...?”意为“您可以……吗?”,这是一句很客气的问句。当说话人请求对方为自己做什么时常用这一句型。

3. Sounds good. 听起来不错。

句中的主语 *it* 在口语中常省掉。

4. No, ma'am. 不,女士。

ma'am 意为“夫人,太太,女士”,是招呼妇女的尊称,用作店员等对顾客的称呼。常用于美国口语中。

5. You're quite welcome. 不用谢。

人们常用此语来回应他人对自己的感谢。

## Dialogue 2

**Situation:** *Peter has just finished his business in Wuhan. In twenty days he will return to the United States. He hopes to spend a few days touring some of Wuhan's tourist attractions, so he has read a travel brochure and is now interested in a three-day bus tour of the city. Now he is at the travel agency asking for more information before he gets ready for the trip.*

### Enquiring about the Bus Tour Itinerary

**Peter:** Excuse me, I read in your travel brochure about your bus tours to the tourist destinations inside the city. I'm interested in your three-day tour of the city by bus.

**Travel Agent:** We'll be happy to have you in our tour group.

**Peter:** Thanks. The price you list in the brochure will cover all the expenses except accommodations. Is that right?

**Travel Agent:** Yes, it will.

**Peter:** Great. May I ask about your itinerary for the bus tour?

**Travel Agent:** Sure. On the first day, the tour group will visit the Yellow Crane Tower and the Yangtze River; on the second day, they will tour East Lake; on the last day, they will visit Ancient Fiddle Platform and Guiyuan Buddhist Temple.

**Peter:** Sounds interesting. Do the foreign tourists have a tour guide who can give them some English introductions to the tourist attractions?

**Travel Agent:** Yes, they do. An English-speaking tour guide will accompany them to the five destinations.

- Peter: When will you begin next week?
- Travel Agent: We have two tours every week, one beginning on Monday and another on Thursday.
- Peter: Thank you. Where will the tour group get on the bus before departure on Monday?
- Travel Agent: Right in front of the travel agency.
- Peter: What time?
- Travel Agent: 7:30 am. We'll depart at 8:00 sharp.
- Peter: Thanks. I'll join you next Monday morning. Oh, what's the price and where can I pay for the tour?
- Travel Agent: It's 400 *yuan*. You can pay for it at the Cashier's located in the lobby of this building.
- Peter: Thank you so much. Bye.
- Travel Agent: Bye.

## New Words and Phrases

- itinerary [ai'tinərəri] *n.* 旅程; 旅行计划; 预定行程
- destination [desti'neifən] *n.* 目的地
- Buddhist ['budist] *a.* 佛教的
- lobby ['lobi] *n.* (旅馆、戏院等入口处的) 大厅; 休息室
- tour group 旅游团
- the Yellow Crane Tower 黄鹤楼
- Ancient Fiddle Platform 古琴台
- Guiyuan Buddhist Temple 归元寺

## Notes to the Dialogue

- Excuse me, I read in your travel brochure about your bus tours to the tourist destinations inside the city. 对不起打扰一下, 我从你们的旅游手册里得知你们的旅游巴士载游客游览市内景点。  
excuse me 意为“请原谅; 对不起打扰一下”。这是客套话, 常用于与陌生人搭话、打断别人、从他人身边挤过、表示异议等场合。



2. May I ask about your itinerary for the bus tour? 我可以询问一下你们的客车旅行的行程安排吗?

“May I...?”意为“我可以……吗?”,用于请求对方允许自己做什么的场合。

### Dialogue 3

**Situation:** *Mrs Smith is at a travel agency, asking about the two-day weekend trip to Lushan Mountain.*

#### Enquiring about a Tour to Lushan Mountain

Travel Agent: Good afternoon. May I help you?

Mrs Smith: Good afternoon. I'm thinking about a two-day weekend tour to Lushan Mountain. Do you provide this kind of touring package?

Travel Agent: Yes, we have a two-day weekend packaged tour to Lushan Mountain.

Mrs Smith: I'd like to join it. Are there still any vacancies for next weekend?

Travel Agent: Yes, there are. How many people will be going?

Mrs Smith: My husband, my son and I. How much will it cost?

Travel Agent: It'll be 600 *yuan* per person. It'll cover all the fees of the trip.

Mrs Smith: Do children get half price?

Travel Agent: No, they don't. But children under 1.2 m in height travel free, except for their meals.

Mrs Smith: OK. We'll join the tour group for next weekend. And my son is just under 1.2 m. How much altogether?

Travel Agent: That'll come to 1,300 *yuan*.

Mrs Smith: Here is 1,300 *yuan*.

Travel Agent: Thank you. Here're your receipt and tickets. We'll pick you up just in front of the agency at 7:00 am next Saturday morning. The tour guide, Mr Huang, will meet you there when you board the bus.