

21 世纪旅游英语系列教材

*A Practical English Textbook
for Tour Guiding*

英语导游 实务教程

朱华 编著



北京大学出版社
PEKING UNIVERSITY PRESS



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前 言

《英语导游实务教程》旨在培养英语导游的业务知识和运用英语带团的实际工作能力。本书详细阐述了导游业务知识、导游带团技巧并提供写作范例,可供旅游院校旅游管理、旅游英语、导游专业的学生使用。全书附有英语导游资格考试模拟题和评分标准,是英语导游资格考试理想的培训教材和导游员带团的实用的工具书。

本书主要内容包括六个部分:(1) 导游实务,包括导游致辞、导游规范、导游讲解方法和导游应变能力测试,着重培养导游的实际工作能力。(2) 导游写作,包括旅游信函、旅游合同、协议和导游线路设计,旨在培养导游“动口”能力的同时,培养导游的“动手”能力。(3) 导游文化,包括中国历史文化、藏文化、彝文化、羌文化、巴蜀文化等,要求导游了解并掌握博大精深的华夏文化。(4) 导游景点知识,包括四川主要旅游景点中的历史、文化、宗教和自然科学知识。(5) 导游资格考试现场考试模拟题,帮助考生掌握导游现场考试的基本内容和要求。(6) 导游带团旅行表格,包括游客在旅行社、饭店、机场、海关等场合常用的各种旅行表格。

本书着重培养英语导游的实际工作能力,帮助在校学生考取英语导游资格证,指导导游解决带团工作中遇到的或可能遇到的各种问题,熟悉导游服务规范,培养他们分析问题、解决问题的能力。本书体例新颖,内容翔实,具有以下几个特点:

1. 重视导游业务在导游带团时的基础性作用,详细阐述了导游规范的主要内容,并以问答形式进行编写,言简意赅,便于导游在工作中查阅,方便导游资格考试考生掌握导游规范的重点内容。
2. 重视导游应变能力的培养,通过分析和解决导游在带团过程中经常遇到的问题,培养、提高导游带团的应变能力。全书共有 65 个导游应变能力测试题,帮助导游员针对不同情况准备各种应急预案,采取正确的措施。
3. 强调写作在导游带团中的重要作用。旅游应用文是本书中的一个重要组成部分,如旅游合同、旅游协议、导游线路设计等。
4. 阐述了导游的基本讲解方法,学生、考生和导游员可以将导游讲解技巧运用于导游词讲解,通过学习各种导游讲解方法提高运用英语讲解景点的实际能力。
5. 景点知识问答题是导游带团和导游资格考试的重要内容之一。本书对四川主要景点中的每一个景点提出 3~5 个景点知识问答题,包括景点中的历史文化、民俗风情、神化传说和科学原理等。
6. 为了导游人员的实际工作需要,本书附录了导游旅行表格、旅游专业术语、旅游常用缩略语等,使之成为导游带团的一部实用的工具书。

四川师范大学旅游学院外籍教师 Nick Kaethler 和 June Kaethler 曾在加拿大旅行社工作,对本书提出许多宝贵建议,并对部分英文进行了审阅,在此表示衷心感谢。由于时间仓促,笔者水平有限,如有错误疏漏之处,敬请各位专家、同行批评指正,以便今后再版时进行补正。

朱华

四川师范大学旅游学院

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Chapter I Tour Guide's Expertise

Unit 1 Speeches Delivered by a Tour Guide

1. Welcome speech

欢迎词

(1) Instruction:

To deliver a welcome speech, a tour guide should first express his warm-hearted welcome and extend his greetings to tourists who have just arrived; second, he should introduce himself, the driver and the travel agency he works for; third, he should express his wish to provide quality service; fourth, he may inform tourists of the hotel in which they are to stay—its location and facilities; he may also give a brief introduction to the scenic spots that the tourists plan to visit. Last but not the least, he should try to take this chance to wish tourists a good time during their stay. If a guide has something important to remind tourists, he should not forget to repeat it until every tourist learns it by heart.

(2) Sample

Good morning, ladies and gentlemen,

Welcome to Chengdu.

Please sit back and relax. Your luggage will be sent to the hotel by another coach, so you don't have to worry about it.

Let me introduce my Chinese colleagues to you. This is Mr. Wang, our driver. He is an experienced driver and has a driving experience of more than 20 years. Miss Liu, a trainee tour guide who just graduated from Chengdu Tourism Vocational School. My name is Chen Heyun. My English name is Jane. You can just call me Jane or Xiao Chen. We're from the China International Travel Service, Sichuan Branch. On behalf of the travel service and my colleagues, I'd like to extend a warm welcome to all of you.

During your stay in Chengdu, Miss Liu and I will be your local guides. We will try

our best to smooth your visit, making it a pleasant and rewarding experience. If you have any problems or special requests, please don't hesitate to tell us. As a Chinese old saying goes, "Nothing is more delightful than to meet friends from afar." And we highly appreciate your understanding and cooperation.

You're going to stay at Chengdu Jinjiang Hotel, a luxurious, five-star hotel. As you're tourists and not familiar with the surroundings of Chengdu, you need to remember the number of the coach. The number is Chuan A-86675. Let me repeat it: Chuan A-86675. My mobile phone number is 13096312598. I would have it on for 24 hours. Don't hesitate to contact me whenever you are in need.

Chengdu is one of the largest metropolises in Southwest China and an ancient city dating back to over 2,000 years. It is among the first group of famous historical and cultural cities ratified by the State Council. The well-known scenic spots include Wuhou Temple, the Thatched Cottage of Du Fu, the Tomb of Wangjian, and Jinsha Ruins, just to name a few. Now I'd like to explain the itinerary to you. I hope you would enjoy it.

At 9:00 this morning, we'll have sightseeing in Chengdu. The first scenic spot we shall visit is Wuhou Temple, the memorial temple of Zhuge Liang. Then, we shall visit Du Fu's former residence, the Thatched Cottage of Du Fu, and the Jinsha Ruins. At 4:00 this afternoon, you will have free time to go shopping at Chunxi Road or to enjoy tea at your leisure in the teahouse nearby, for Chengdu is famous for plenty of tea houses which stand one by one along the streets. At 7:30 this evening, a welcome party will be held specially for you at the Lion Tower Restaurant, where you may watch the performance of Face Change of Sichuan Opera.

I sincerely wish you a pleasant and comfortable stay and a fantastic holiday here. I shall do all I can to make everything easy for you. We are going to enjoy this wonderful trip, aren't we?

Thank you for your attention.

Exercises

1. On behalf of Sichuan International Peace Service, make a welcome speech to tourists from the United States.
2. On behalf of Guangxi Youth Travel Service, make a welcome speech to tourists from Guizhou.
3. Make a short welcome speech on behalf of your travel service when you receive a tour group from Shanghai.

2. Farewell speech

欢送词

(1) Instruction

In a farewell speech, it is necessary for you to look back on the sightseeing activities and extend your compliments to tourists for their understanding and cooperation. You may ask them for advices and suggestions on your service you rendered them on the trip so as to better your future work. You may tell tourists that you treasure the cordial friendship with them and that you hope to meet them again in the future. Finally, you should wish tourists a pleasant journey back home or a good trip to the next stop or the following places of interest they are to visit. In a farewell speech there are three essential parts: the salutation, the body of speech and the concluding remarks.

(2) Sample

Good afternoon, ladies and gentlemen,

Time goes so quickly and your visit to Chengdu is drawing to a close. Tomorrow morning you will be leaving Chengdu for Guangzhou by plane. When you arrive at the Shuangliu Airport, I shall be very busy with handling the boarding passes and taking care of your luggage. So I could hardly have time to say good-bye to everyone. So, let me take this opportunity to say something about our wonder trip.

First of all, I wish to thank you all for the understanding and cooperation you have given us in the past two and a half days. You have been very punctual on all occasions, which made things a lot easier for our work. You have been very attentive when we had anything to tell you. Also, you have been kind enough to offer us suggestions on how to better our guiding service. I'd like to add that you are the best group we've ever been with.

During your stay in Chengdu, you have visited the major scenic spots here. Some of you are impressed by the "Couplet of Psychological Attack" in Wuhou Temple; some appreciate the poems written by Du Fu, and can even recite some poems in the Thatched Cottage of Du Fu; some are fascinated by the great discovery of the Jinsha Ruins while others enjoy the Sichun food and even take some snacks with them on your trip home.

Two days ago, we met as strangers; today, we bid farewell to each other as friends. As a Chinese saying goes, "A good friend from afar brings a distant land closer." I hope you'll take back happy memories of your visit to Chengdu.

By the way, please do me a small favor. Would you please leave your comments on our service, as well as your friendship? Just fill the evaluation forms which are postage-paid, and drop them in the mailbox before you board the plane.

Parting is such sweet sorrow. It is happy to meet, sorry to depart, and happy to meet again. As you have probably observed, Chengdu is developing very quickly. When and if you come back in the future, the city may have changed beyond recognition. I hope to see you again in the future and to be your guide again.

Once again, thank you for your cooperation and support.

Bon voyage!

Exercises

1. On behalf of a travel service which you work for, make a farewell speech to tourists who are leaving Kunming.
2. On behalf of Chongqing Overseas Travel Service, make a farewell speech to tourists who will fly back to England.
3. On behalf of China International Travel Service, Sichuan Branch, make a farewell speech to tourists who will leave for the next tourist resort in China.

Unit 2 Service Regulations for Tour Guides

Part A Tour Guide, Local Guide, National Guide and Tour Leader

1. What is the definition of a tour guide? Is a commentator allowed to guide a tour group?

导游员的定义是什么？讲解员能否带团？

- (1) A tour guide is a person who has acquired a tour guide certificate and is assigned by a travel agency to escort tourists on their travels, providing them with commentary and guiding service as well as other travel services.
- (2) The commentator who works at a museum or a scenic area is not allowed to guide tour groups. He can only introduce the specific scenic site where he works.

2. By what basic principles of guiding service should a guide abide?

导游服务必须遵循的三条基本原则是什么？

- (1) Take tourists as the primary consideration and be ready to provide exceptional service for them.
- (2) Safeguard the legitimate rights and interests of tourists.
- (3) Combine standardized service with special individualized service.

3. A travel agency assigns a guide who recently acquired his tour guide certificate to guide a tour group to Thailand. Should the guide accept or reject the assignment? Why?

某人刚取得导游员资格证书，由于旅行社缺乏人手，便决定委派他带团赴泰国旅游，请问他应该接受还是拒绝？为什么？

- (1) According to relevant regulations, the guide should decline the assignment because an overseas tour leader's certificate is required to qualify one to lead an outbound tour group.

4. List the basic tasks of a tour guide.

列举导游员工作的基本内容。

- (1) Arrange the itinerary of visits and sightseeing according to the contract signed between the travel agency and the tourists.
- (2) Guide the tourists to and around the sites and introduce them to Chinese culture and the local tourism resources.
- (3) Arrange for meals, accommodation, transportation, shopping and entertainment, and ensure the security of their property and person.
- (4) Answer tourists' questions patiently and help them solve their problems during the journey.
- (5) Report tourists' opinions and suggestions to the travel agency and, as necessary, help to arrange meetings for on-tour feedback.

5. What are the differences in job descriptions of a tour leader, a national guide and a local guide?

请介绍领队、全陪、地陪工作内容的主要区别。

- (1) The tour leader, also referred to as the tour escort in Central America, or tour conductor in Japan, is assigned by the travel service, organizing the tour group. He continually accompanies the tour group from the passengers' point of departure to their safe return, and fulfils the contract obligations of the local travel agency.
- (2) The national guide is assigned by the travel service at the tourist destination. He is in charge of the liaison work for the inbound tour group and supervises the implementation of the contract by the local travel agency.
- (2) The local guide is assigned by the local travel agency. He meets the tourists and provides the local guiding service.

6. What are the main obligations of a local guide?

地陪工作的主要职责是什么?

- (1) Arrange for suitable sightseeing activities at the local site, according to the arranged travel schedule.
- (2) Arrange for meals, accommodation, transportation, shopping and entertainment for tourists, in collaboration with the national guide and the tour leader.
- (3) Provide guiding services for the tourists and introduce them to the local culture and tourism resources.
- (4) Ensure the security of the tourists' property and their lives.
- (5) Cooperate and work with various service departments to solve problems during the journey.