



- 普通高等教育“十二五”规划教材
- 高职高专旅游类专业任务驱动、项目导向系列化教材

# 英语导游实务

## —— 导游业务部分

Practical Course for English-speaking Tour Guide

主 编 易玉婷 汪 锋  
副主编 常 娜 阚志霞



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## 内 容 简 介

本书基于工作过程的课程改革理念,采用任务驱动的编写模式,以涉外导游典型工作流程和任务为导向和基础,让学生在模拟任务训练过程中,逐步掌握英语导游的各项职业技能。

南通中国旅行社为本书提供了一条接待入境游的经典线路,本书所有项目和任务均以完成这条线路产品的接待服务为目的,重点训练地接导游的服务技能,同时对比分析全陪导游的服务要求。

本书既可作为高职高专旅游及相关专业的教材,也可作为从事导游接待与服务工作人员的培训用书。

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# 前 言

国家旅游局《2010年全国检查导游员情况通报》显示,截至2010年底,全国导游员总数为590181人。从各省旅游局统计情况看,具备英语导游资格的人员只占8%~14%,与我国入境旅游市场发展不相适应,业内人士指出,外语导游人才的紧缺将有可能成为旅游业发展的桎梏。高等职业教育紧紧围绕社会及行业需求,以市场为依托,以就业为导向,纷纷开设导游英语类课程,旨在培养学生从事涉外导游接待的实践能力,为适应现代旅游服务工作打下坚实的专业基础。

这套《Practical Course for English-speaking Tour Guide 英语导游实务》教材分《导游业务部分》及《导游讲解部分》两册,旨在帮助学生提高导游英语的实际应用能力、沟通交流能力,以及涉外导游服务技能,促进学生综合素质的全面提升,增加学生就业的信心和能力。

本套教材按照基于工作过程的课程改革理念,以涉外导游典型工作流程为导向,以涉外导游基本岗位工作任务为基础,确定教材基本内容及编排顺序。《导游业务部分》根据涉外导游准备工作、接团服务、安排住宿、商讨行程、沿途游览服务、突发事件及问题处理、送团服务等典型工作任务的要求,设计了七大项目;《导游讲解部分》根据涉外导游实景讲解、餐饮导游服务、购物导游服务、文化娱乐导游服务等典型工作任务的要求,设计了四大项目;每个项目又由若干个子任务组成,每个任务均以涉外导游真实的业务为原型,学生通过分组完成各个子任务,实现学习目标。整体教学内容围绕一条经典入境旅游线路展开,让学生边学边练,边思边做,通过逐步操作完成一个入境旅游团队的接待服务工作。

在深入走访行业及专家的基础上,本教材拟定了一条典型的入境游线路,在完成这个入境游团队的每一个接待任务时,首先提出具体的任务,然后分析完成任务所需的工作步骤、知识技能、词汇句型和注意事项,接着让学生模拟操作,最后评估各项技能的掌握情况。内容环环相扣、实用有效、可操作性强。

在教材的表现形式上,尽量采用以图代文、以表代文的表达方式,使教材内容更具直观性和可读性。

本书由易玉婷、汪锋主编,常娜、阚志霞担任副主编,饶艺梅、刘晓梅任行业顾问。导入部分、项目一由易玉婷独立完成,项目二、项目四、项目五、项目七由易玉婷、汪锋共同完成,项目三由易玉婷、阚志霞共同完成,项目六由易玉婷、常娜共同完成,对话部分录音

由华广道、易玉婷、兰汉金、周玉娥共同完成,全书由易玉婷统稿,南通天缘国际旅行社总经理、江苏省最佳导游饶艺梅,以及南通中国旅行社国际部经理、南通十佳导游刘晓梅,为本书的编写提供了诸多宝贵的建议和素材。

由于高职高专英语导游类课程的教学还处在深化改革的过程中,教材的完善将是一个长期的过程;且英语在涉外导游的服务应用中又十分灵活丰富,编者水平有限,书中难免有不足之处,恳请广大师生和读者提出宝贵意见,以便不断对本书加以改进和完善。

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# Introduction 导入



## General Task 总任务

You are an English-speaking tour guide working for SH \*\* International Travel Service, here is a tour group of 15 people from United States, you will be their local guide, please try your best to make them a pleasant journey.

你是 SH\*\*国际旅行社的英语导游, 你即将作为地陪导游, 接待一个来自美国的 15 人旅行团, 请你尽己所能地为他们提供优质服务, 令其旅途愉快。



## Analyze the Task 任务分析

### 1. What are the responsibilities of the local guide? 地陪导游的工作职责有哪些?

Please choose from the following statements:

- A. meets the guests in his own country
- B. meets the guests in his own city or county
- C. shows the guests to the different places according to the itinerary
- D. arranges the accommodation for the guests
- E. introduces the scenery, history, geography, people's customs and cultural traditions to the guests, and offers other services according to the itinerary
- F. coordinates with the tour leader and the local guide
- G. coordinates well with the tour leader and the national guide

### knowledge linking 知识链接

Please compare the responsibilities of the local guide with that of national guide. 地陪与全陪工作职责比较



The **local guide** is the person who:

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The **national guide** is the person who:

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**2. Talking about the working procedures. 讨论工作流程**

**Please compare the different working procedures of national guide and local guide.**  
地陪与全陪工作流程比较

Which is the local guide's working procedure and which is the national guide's?

working procedures of ( )guide	working procedures of ( )guide
Preparations	Preparations
Greeting service after the tour group arrive	Receiving the guests at the first stop
Service on the way to the hotel	
Hotel accommodation	Hotel accommodation
Confirm and discuss the itinerary	Confirm and discuss the itinerary
Sightseeing services	Services during each place
Other services	
Departure services	Departure services
	Services en route
	Services at the last station
Follow-up	Follow-up

**knowledge linking 知识链接****• What are the working procedures of the local guide? 地陪导游工作流程****1. Preparations**

- 1.1 Get familiar with the tour group, reception program, and transportation, etc.
- 1.2 Implement every details of hospitality
- 1.3 Prepare for the necessary material
- 1.4 Prepare for the language and knowledge
- 1.5 Prepare for the image
- 1.6 Prepare for the psychology

**2. Hospitality service****2.1 Arrangement before the tour group arrive**

- 2.1.1 Reconfirm the accurate scheduled time and flight number again
- 2.1.2 Contact the driver constantly
- 2.1.3 Show up at the airport at least 30 minutes earlier to meet the guests

**2.2 Greeting service after the tour group arrive**

- 2.2.1 Spot the tour group
- 2.2.2 Greet the tourists
- 2.2.3 Check the number of people, handover the baggage, show the tourists aboard the coach, and head to the hotel

**2.3 Tour guide service on the way to the hotel**

- 2.3.1 Deliver a welcome speech
- 2.3.2 Inform the tourists the place you are heading for, and set their watches
- 2.3.3 Tour comment along the way
- 2.3.4 Give a brief introduction of the hotel when approaching it

**2.4 Hotel accommodation**

- 2.4.1 Check in at the hotel, and announce the gathering time
- 2.4.2 Show the tourist into the rooms and introduce the hotel facilities
- 2.4.3 Have the first meal together with the tourists
- 2.4.4 Inform the following itinerary and activities

**2.5 Confirm and discuss the itinerary****2.6 Sightseeing services**

- 2.6.1 Show up at the gathering place earlier, check the number of the tourists, and then set out
- 2.6.2 Tour comment during sightseeing

**2.7 Other services**

- 2.7.1 Social activities
- 2.7.2 Entertainment
- 2.7.3 Shopping
- 2.7.4 Dining

- 2.8 Departure service
    - 2.8.1 Professional work before departure
    - 2.8.2 Check out at the hotel
    - 2.8.3 Seeing guests off
  - 2.9 Follow-up
    - 2.9.1 Deal with any problems left behind
    - 2.9.2 Submit an expense account and apply for reimbursement in the prescriptive time
    - 2.9.3 Summarize the work
- **What are the working procedures of the national guide? 全陪导游工作流程**
1. Preparations
    - 1.1 Get familiar with the reception program
    - 1.2 Prepare for the necessary material
    - 1.3 Get in touch with the receptionists of each receiving agency
  2. Receiving the guests at the first stop
    - 2.1 Get to know about the hospitality situation
    - 2.2 Meet the tour group with the local guide at the airport (or railway station, etc.) at least 30 minutes earlier
    - 2.3 Assist the local guide to check the number of people, and pieces of luggage
    - 2.4 Assist the tour leader to handover the baggage to the local guide
    - 2.5 Welcoming the new arrivals represented by the organizing agency
  3. Hotel accommodation
    - 3.1 Assist the tour leader to check in
    - 3.2 Show the guests into rooms
    - 3.3 Get the telephone number of the front desk
  4. Confirm and discuss the itinerary
  5. Services during each place
    - 5.1 Assist the local guide to accompany the tour group
    - 5.2 Control the service quality of the local guide
    - 5.3 Protect the safety of tourists, prevent and deal with various problems and accidents
    - 5.4 Explain the related regulations when the tourists shopping
    - 5.5 Contact the receptionists of next place
  6. Departure services
    - 6.1 Remind the local guide to get the right tickets and correct time of departure
    - 6.2 Keep the tickets properly
  7. Services en route
    - 7.1 Remind tourists to take care of safety
    - 7.2 Organize entertainment activities
    - 7.3 Assist in arranging diet and rest

## 8. Services at the last station

- 8.1 Remind tourists to take every belongings and documents
- 8.2 Ask for any comments and suggestion of the hospitality
- 8.3 Invite the tourist for a return visit

## 9. Follow-up

- 9.1 Deal with any problems left behind
- 9.2 Fill in the daily record of national guide and other documents

### 3. How can someone develop himself to be a quality English-speaking tour guide?

如何成为一名优秀的英语导游? /How can we render excellent service to make the foreign tourists pleasant?如何提供优质服务?

The work of an English-speaking tour guide is demanding. It is an unusual work requiring unusual talent. It is not easy to be a quality English-speaking tour guide, both Professional Qualifications and Personal Qualities (2 PQ factors) should be possessed.

2 PQ factors	Components	Requirements
the Professional Qualifications 职业要求	Attitude(good work attitude)	Serious and responsible
	Skill (skills of guiding, interpreting and handling emergency)	Leadership
		English fluency
		Cross-cultural communication skills
		Working independently
		Flexibility, etc.
	Knowledge (wealth of knowledge)	Political and governmental structure
		Physical aspects of the country
		Economic development
		Social science
		History
		Religion
		Special topics, etc.
the Personal Qualities 个人品质	Good Personality	Warm and friendly
		Sincere and fair
		Neither haughty nor humble
		Unity and co-operation
		Observe discipline and abide by law
		Diligent study, etc.
	Good Manners	Deportment and appearance
		Meeting etiquette
		Conversation etiquette
		Hospitality etiquette
		Dining etiquette
		Telephone call etiquette, etc.

To be more specific, a tour guide must know the global concept of SERVICE and keep it in mind, before she/he can be really called a quality guide. The global concept of tour guide service contains 7 meanings represented by the word “SERVICE” with 7 initial letters.

The initial letters	Meanings
S	
E	
R	
V	
I	
C	
E	

“S”, the first letter stands for SMILE meaning that the tour guide should provide smiling service. The perpetual smile should not be influenced by one’s own emotions. In spite of pressure, fatigue or sadness, a tour guide should always smile to the guests. Once the guide is sad, the guests may be infected. Smile is important to cheer the guests up.

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

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

“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.

“I”, the fifth letter shows INVITING which means that the tour guide should invite tourists to visit again at the end of this service.

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

“E”, the seventh letter indicates EYE which means that the tour guide should pay 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.

From what has been enumerated above, one would think that the profession of being a good English-speaking tour guide is a too challenging job. How can we expect the guide to be such a perfect person? The requirements are absolutely necessary for the work and benefit of our country. Besides, with one’s effort and endeavor, these standards and demands can be reached with ease. The guide should feel proud of himself / herself to be involved in the developing but prosperous tourism industry as a quality guide and to make some contributions to our socialist economic construction. With a sense of glory and responsibility and imbued

with strong determination and perseverance, the quality guide will do well those things she / he often does. The better the guide does the job the more the guide likes it. When the guide is informed of the good result of his / her interpreting, he / she would feel overjoyed and find it meaningful and rewarding to be a tour guide. Any field can produce top people. Hope you will be an expert in your field.



## Related Knowledge Points 相关知识

### 1. The major categories of the tour guide 导游员类型

(1) According to the operational responsibilities, the tour guide can generally be classified into four kinds: the ***tour leader***, the ***national guide***, the ***local guide*** and ***scenic-spot guide***.

(2) When categorized by languages they speak, there are ***foreign language-speaking tour guides*** (English, French, Japanese, etc.) and ***Putonghua / Mandarin-speaking tour guides***.

(3) When classified by professional features, they are ***professional tour guides*** and ***non-professional tour guides***.

basis for classification 分类依据		different categories 不同类型	
(1)	operational responsibilities	①	
		②	
		③	
		④	
(2)	languages	①	
		②	
(3)	professional features	①	
		②	

### 2. The duty of tour leader and scenic-spot guide 领队及景点导游的职责

**The tour leader** is the person who comes from the travel agency which organizes the group, his task is to lead the group from and back their resident places, and coordinates the relationship of the guests, national guide even the local guide.

**The scenic-spot guide** is the person who introduces the scenery and its background information to the guest. As usual, he only serves at one scenic spot.

### 3. Importance of tour guide service 导游服务的重要性

In fact, tour guides are in direct service of foreign visitors, their speech and behavior

directly influence foreign visitors' mood in traveling and somewhat affects their impression of the county / places they're visiting.

Their quality and service not only stand for their travel agencies, but also represent their countries. They play one of the most important roles in the development of tourism industry. Therefore, a tour guide's service is the key link of tourism industry.

#### **4. Function of quality tour guide service** 优质导游服务的作用

If a tour guide's service is satisfactory, foreign visitors would have a good impression of China as well as the travel agency, so that they would plan their second trip to China for other sights, and still use the service of the same travel agency.

Furthermore, they would urge others to come along to see China with their own eyes.

A travel agency would, of course, employ as many such competent and quality interpreters as possible so as to make their business thrive.

#### **5. Extras of a quality tour guide** 优秀导游的几点特别要求

Besides the above-mentioned prerequisites, the guide should keep the following three extras in mind, which are a must to a quality English-speaking tour guide.

##### **(1) Timing & Efficient**

Timing is important to the guide as the tour is usually well-planned and scheduled. Generally speaking, a trip lasts for ten to fifteen days, so the guide must visit the places and scenic spots as scheduled unless some unexpected situations come up or something urgent forces the guide to change the itinerary. The guide should try to arrange every activity within a time limit so as to let tourists see China and enjoy themselves as much as possible.

To achieve this goal, the guide must be very efficient in dealing with foreign affairs. Whatever the guide does or is asked to do, he / she must try to do it quickly and efficiently. In general, there are numerous things and activities to be done and arranged, so working efficiency actually reflects one's working style. Foreign tourists would trust an efficient guide to get things done more quickly rather than rely on an inefficient guide who often procrastinates in his / her work.

##### **(2) Giving information ahead**

According to the customs of the western world, everything must be properly arranged and informed beforehand. If you want to visit a foreigner, you have to make an appointment with him / her in advance, otherwise, you would disturb his / her privacy. That is considered to be rude and impolite. It is the same case with a guide. The guide must always remember that whenever you want to do something or change the plan, you must give the information ahead so as to prepare tourists for the activity of any sort.

##### **(3) Diligent**

As diligence is the mother of success, it is extraordinarily important to a quality guide. If the guide possesses the character of diligent, his / her service must be satisfactory. During the

trip, the guide should keep his / her eyes open, ears attentive, hands active, legs in motion, and mouth explaining.



### **Implement the Task**

From now on, please work in group and try your almost to implement the following subjects to carry out the general task. Keep the above-mentioned in mind, and put them into practice, the foreign visitors will appreciate the quality services they received from you and your travel agency.



### **Related Technical Terms**

#### **Major types of tour guide**

tour guide 导游  
tour leader / tour escort / tour manager 领队  
national guide 全陪导游  
local guide 地陪导游  
scenic-spot guide 景点导游  
professional tour guide 专职导游  
non-professional / amateur tour guide 兼职/临时导游  
international tour guide 国际导游  
domestic tour guide 国内导游  
foreign language-speaking tour guide 外语导游  
Putonghua/Mandarin-speaking tour guide 普通话导游  
museum docent 博物馆解说员  
heritage interpreter 历史遗迹解说员  
escort interpreter 陪同解说员/翻译  
adventure guide 探险导游  
quality guide 优质导游  
primary guide 初级导游  
intermediate / junior guide 中级导游  
senior guide 高级导游  
superfine guide 特级导游

#### **Some travel agencies in China**

travel agency / agent / service 旅行社  
China International Travel Service (CITS) 中国国际旅行社



China Travel Service (CTS) 中国旅行社  
China Youth Travel Service (CYTS) 中国青年旅行社  
China Comfort Travel (CCT) 中国康辉旅行社  
Overseas China Travel Service (OCTS) 中国海外旅行社  
Merchants International Travel Service 招商国际旅行社  
China Women Travel Service 中国妇女旅行社  
China \*\* International Tours Inc. 中国\*\*国际旅游公司  
China \*\* Travel Service Ltd. 中国\*\*旅游有限公司

### Varieties of travel

Foreign Independent Tourist (FIT) 外国散客  
individual tourist 散客旅游者  
tour group 旅游团  
investment group 投资团  
survey / study group 考察团  
individual group 散客团  
vocational group 度假团  
government delegation 政府代表团  
package tour / all-inclusive tour 包价旅游  
independent tour 散客旅游  
sightseeing tour 观光旅游  
leisure travel / recreational tour 休闲旅游  
business tourism 商务旅游  
congress tour 会议旅游  
cultural tour 文化旅游  
ethnic travel / folklore tour 民俗旅游  
eco-tourism 生态旅游  
adventure travel 探险旅行  
backpack tour 背包旅游  
incentive tour 奖励旅游  
honeymoon tour 蜜月旅游  
gourmet tour 美食游  
drifting tour 漂流旅游  
luxury tour 豪华游  
urban trip 都市游  
youth tourism 青年旅游  
religious tour 宗教旅游