



**A PRACTICAL HANDBOOK  
FOR  
ENGLISH-SPEAKING  
GUIDE-INTERPRETERS**

**英语导游翻译实用手册**

朱歧新 张秀桂 著

旅游教育出版社

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# 序

## 中国旅游学院 院长李先辉

旅游事业是综合性的事业。它涉及政治、经济、文化等各个领域。所以有人将旅游看作外交事业的一部分，称导游翻译为民间外交家，希望导游翻译具有政治头脑，遵守外事纪律；有人将旅游看作经济事业的一部分，希望导游翻译具有经济头脑，懂得价值规律，在重视友谊的同时也重视经济效益；有人将旅游看作文化事业的一部分，希望导游翻译具有较高的文化素养，能对中外文化进行比较；有人将旅游看作服务行业，希望导游翻译具有自觉的服务意识和高尚的职业道德。他们从不同角度对导游翻译提出的要求，加在一起，不正是一个合格的导游翻译应该具备的条件吗？

朱歧新和张秀桂同志合著的《英语导游翻译实用手册》，不仅详细阐述了合格导游翻译应具备的条件和技能，还对导游翻译人员工作职责和工作要点以及旅游专业词汇进行了综合分类，是一本值得经常翻译的好书。它不仅对英语导游翻译十分实用，即使对其它语种的导游翻译也是颇有裨益的。

我国旅游事业发展很快，急需大量的导游翻译特别是英语导游翻译。因而不少导游翻译未经过系统培训，就仓促上阵了。他们在实际工作中，边学边干，不少同志不仅出色完成了导游翻译任务，受到了游客的好评，还积累了丰富的实

实践经验，搜集了大量的第一手资料。本书的作者之一朱歧新同志就是他们中的一员。这本书的许多部分就是他多年从事导游翻译工作的实践经验的总结。因此，我相信同行们读了这本书一定会感到亲切，引起共鸣。也许还会为这本书提出一些宝贵意见。

去年，我有幸参加了春花杯全国导游大奖赛的组织工作。对我国导游翻译队伍的现状有了更多的了解，对如何培养合格的导游翻译有了进一步认识。

有人认为，当导游翻译只要会讲外语就行。这实际上是不了解导游翻译的职责和艰辛。导游翻译，外语是基础，外语不过关，很难成为合格导游翻译。但导游翻译不仅仅是翻译，而是通过翻译引导客人去游览。实际上是集导游、翻译、领队和服务员于一身。这就要求导游翻译不仅会讲外语，还必须熟悉导游业务，具有广博的知识。要了解我国的历史与文化、旅游景点的演变与现状、客源国的概况和游客的心理等等。还要有一定的组织能力和应变能力。去年全国导游大奖赛就不是单纯比赛现场导游，还比赛了导游知识和即兴表演的能力。参赛者中，有的外语十分流利，可惜知识面太窄，未能进入十佳导游和优秀导游之列。这次大赛的优胜者，有的又到我院来进修，因为他们深感知识需要补充，知识需要更新，知识面窄，知识陈旧，是很难出色完成导游翻译任务的。

为了培养合格的导游翻译，我院将在巩固和提高各外语系学生的外语水平的同时，开设导游业务、旅游学概论、中国历史与文化、旅游地理和对象国概况等必修课，还将增开一些选修课，以拓宽学生的知识面。

## II

我院有一批富有教学经验的老师。本书的另一名作者张秀桂教授就是其中之一。她为培养英语导游翻译和其它翻译人才付出了辛勤的劳动。她的学生有的已经成了旅游战线或其它战线的领导干部或业务骨干，现任中国国际民间旅游公司总经理的朱歧新同志就是她的得意门生之一。他们合著的《英语导游翻译实用手册》可以说是张教授的教学经验和朱经理的实践经验的结合。师生相互学习，取长补短，是教学相长的生动体现。

旅游是实践性很强的学科。为了办好中国旅游学院，为旅游事业培养更多的既有理论基础又会实际运用的人才，我们提倡并支持有理论知识的老师去旅行社和旅游饭店协助工作，并虚心向有实践经验的同志学习。我们也欢迎有实践经验的同志来我院任教或和我院老师一起编写教材、著书立说。我院旅游教育出版社将大力支持。

朱经理和张教授合著的这本书，不仅是英语导游翻译的实用手册，也是我院老师和学生的参考书。因此该书的出版，对本院的教学和科研工作是有促进作用的。

## FOREWORD

With the growing importance of tourism in China's national economy since the implementation of open policy in 1978 and an ever-increasing number of foreign visitors coming to China, the quality of Guide-interpreters and their services has become things of paramount significance. With the intention of upgrading the level and quality of tour Guide's service, both ideologically and academically so as to attract more foreign visitors, the Handbook is designed, and it is primarily intended for English-speaking Guide-interpreters not only to set demands on their work and behaviour, but also to provide them with useful materials, samples as well as varieties of practical English vocabularies and expressions ranging from inflight checklist, major sights in China to tourism glossary. It may also serve as a useful reference handbook for English-speaking interpreters of government offices and trade corporations, who, more often than not, will show foreign visitors around to develop their business and trade with foreign companies. It can also be put into many other uses. For instance, it can be used as reference materials in teaching in tourism universities and colleges and tourism vocational schools, as it contains some useful and typical Eng-

lish expressions in a trip, which may be of value and use for would-be Guide-interpreters in their future work. It may also come in handy for hotel attendants to refer to words and expressions used in hotels, and for foreign visitors to look up some relative information either before coming to China or in the process of travelling in China.

The Handbook is written and compiled from the writers' rich experiences gained from their wide exposure to contacting foreign visitors and from accompanying them for nearly three decades. It is made up of three parts with tourism glossary at the end of the book, which is rich in content and varied in style. It includes qualifications for competent Guide-interpreters and their duties at the service of foreign visitors during the trip and many other service English vocabularies and expressions concerned.

As the writers are pressed for time, mistakes and oversights are inevitable. We heartily welcome comments and suggestions from our readers, so that revision will be made in the next edition.

Zhu Qixin

Zhang Xiugui

Oct. 1989



# CONTENTS

## PART ONE

### QUALIFICATIONS FOR BEING A GOOD INTERPRETER

<b>I. Fifteen Ps</b> .....	( 3 )
1. Politics .....	( 3 )
2. Practice .....	( 4 )
3. Preparation .....	( 4 )
4. Perseverance .....	( 4 )
5. Progress .....	( 5 )
6. Proficiency .....	( 5 )
7. Patience .....	( 6 )
8. Prudence.....	( 6 )
9. Politeness .....	( 7 )
10. Precision .....	( 7 )
11. Punctuality .....	( 8 )
12. Providence .....	( 8 )
13. Pollution .....	( 8 )
14. Photography-Taking .....	( 9 )
15. Perfection .....	( 9 )
<b>II. Three Extras</b> .....	( 10 )
1. Sincerity .....	( 10 )
2. Timing .....	( 10 )
3. Giving Information Ahead .....	( 10 )
<b>III. Four Orientations</b> .....	( 11 )

1.	Helpful .....	( 11 )
2.	Expressive .....	( 11 )
3.	Informative .....	( 12 )
4.	Efficient .....	( 12 )
IV.	Five Diligences .....	( 13 )
1.	Eyes Open .....	( 13 )
2.	Ears Attentive .....	( 13 )
3.	Legs in Motion .....	( 14 )
4.	Hands Active .....	( 14 )
5.	Mouth Explaining .....	( 15 )
V.	Six Important Characteristics .....	( 15 )
1.	A High Sense of Ideological Responsibility .....	( 16 )
2.	Conscientious and Detailed Style of Work .....	( 16 )
3.	Unselfish Attitude Towards Work.....	( 17 )
4.	Imbued with the Spirit of Self-Criticism .....	( 17 )
5.	Be Strict in Discipline of Foreign Affairs .....	( 18 )
6.	Be Good at Public Relations .....	( 18 )
VI.	Eight Skills .....	( 19 )
1.	Superior Language Ability .....	( 19 )
2.	Natural Magnetism—Acting Ability .....	( 19 )
3.	Dynamic Personality—Personable Personality or Outgoing Personality .....	( 20 )
4.	Good Academic Knowledge of a City in Which He or She Is Working .....	( 20 )
5.	Sense of Humour .....	( 21 )
6.	Charisma—Glamour .....	( 21 )

7. A Good Communicator—Ease of Communicating ..... ( 22 )
8. Keep in Mind That a Guide Is Not a Tourist... ( 22 )

## PART TWO

### GUIDE DUTIES, TRAVEL CHECKLIST AND SUGGESTED SAMPLES AND EXPRESSIONS

- I. Standardized Behaviour and Duties of a Tour Guide ( 26 )
  1. Inflight Checklist ..... ( 27 )
  2. Meeting the Tour Leader and Passengers ..... ( 28 )
  3. Hotel and Room Assignments ..... ( 29 )
  4. Sitting Manner ..... ( 29 )
  5. Taxis ..... ( 30 )
  6. Airplane Travel Within China ..... ( 30 )
  7. Behaviour on the Train ..... ( 31 )
  8. Emergency ..... ( 31 )
    - A. Inflight Problems and Suggestions ..... ( 31 )
      - (1) Roles of Each Person ..... ( 32 )
        - A) National Guide ..... ( 32 )
        - B) Lecturer ..... ( 32 )
        - C) Local Guide ..... ( 33 )
        - D) The Group Members ..... ( 33 )
      - (2) Nuts and Bolts (Essentials) ..... ( 33 )
        - A) Communication ..... ( 33 )
        - B) Protocol ..... ( 33 )
        - C) Photography ..... ( 33 )

D)	Schedules .....	( 34 )
E)	Smoking .....	( 34 )
F)	Environmental Impact .....	( 34 )
G)	Hotels.....	( 34 )
H)	Vegetarians and Moslem People	( 35 )
I)	Shopping .....	( 35 )
J)	Money .....	( 35 )
B.	Stay in China Problems and Suggestions .....	( 36 )
C.	Departure for Outgoing Checklist .....	( 38 )
D.	Departure for the City Problems and Suggestions .....	( 39 )
II.	Suggested Samples and Useful Expressions .....	( 40 )
1.	Welcoming Speech .....	( 40 )
2.	Farewell Speech .....	( 42 )
3.	Schedule Arrangement .....	( 47 )
4.	Coach Announcements during a City Tour.....	( 51 )
5.	Expressions for the Master of Ceremonies.....	( 53 )
6.	Guest Opinion Form .....	( 54 )
7.	Proverbs and Expressions Concerning Friend and Friendship .....	( 56 )
8.	Samples of Practical English Writing .....	( 80 )

**PART THREE**  
**TOURISM GLOSSARY**

1.	Tour Conditions .....	( 89 )
2.	Chinese Cities and Counties Open to Foreign	

<b>Visitors</b> .....	( 93 )
<b>3. The Ten Major Scenic Spots and Historical Sites in     China</b> .....	( 100 )
<b>4. The Ten Major Projects in Beijing</b> .....	( 101 )
<b>5. The New Sixteen Scenic Spots and Historical Sites     in Beijing</b> .....	( 102 )
<b>6. The Eight Great Sights of Yanjing</b> .....	( 104 )
<b>7. The Three Mountains and Five Parks in Beijing</b> .....	( 104 )
<b>8. The Four Most Famous Gardens in China</b> .....	( 105 )
<b>9. Scenic Spots and Historical Sites in Different Parts of     China</b> .....	( 105 )
<b>10. Sales and Marketing Terms</b> .....	( 158 )
<b>11. Hotel Terms</b> .....	( 166 )
<b>12. Menu</b> .....	( 184 )
<b>1) Chicken Dishes</b> .....	( 184 )
<b>2) Duck Dishes, Game Dishes, Goose Dishes...</b> .....	( 193 )
<b>3) Egg</b> .....	( 198 )
<b>4) Pork Dishes</b> .....	( 198 )
<b>5) Beef Dishes</b> .....	( 203 )
<b>6) Mutton Dishes</b> .....	( 207 )
<b>7) Fish</b> .....	( 209 )
<b>8) Abalone</b> .....	( 214 )
<b>9) Sharkfin</b> .....	( 216 )
<b>10) Sea Cucumber</b> .....	( 217 )
<b>11) Prawn</b> .....	( 219 )
<b>12) Scallop</b> .....	( 224 )

13) Beancurd .....	( 225 )
14) Vegetable Dishes .....	( 227 )
15) Vegetables .....	( 230 )
16) Soup .....	( 241 )
17) Fruits .....	( 243 )
18) Rice, Noodle & Desserts .....	( 245 )
19) Chinese Cooking .....	( 252 )
20) Condiments.....	( 255 )
21) Cocktail & mixed .....	( 258 )
22) Drinks.....	( 264 )
<b>13. Traffic Terms .....</b>	<b>( 266 )</b>
1) Railway .....	( 266 )
2) Domestic Express Train Services (from Beijing) .....	( 270 )
3) Airport Terms .....	( 271 )
4) Examples of Aircraft Type Code .....	( 292 )
5) Class of Service .....	( 293 )
6) Cabin Terms .....	( 294 )
7) Airlines in the World .....	( 299 )
8) Online Carriers to Beijing .....	( 305 )
9) Entry Visas Available at Beijing Airport .....	( 307 )
10) China Establishes Six New Airlines .....	( 307 )
11) Airline Reservations and Confirmations Can Be Made by Contacting the Following Airline Offices in Shanghai .....	( 310 )
12) CAAC Domestic and Regional Fares .....	( 310 )

14. Terms of Arts and Crafts .....	( 313 )
15. Terms of Common Plants .....	( 319 )
16. Terms of Animals and Birds .....	( 336 )
17. Terms of Amusement Park Facilities .....	( 348 )
18. Names of Chinese Administrative Regions .....	( 351 )
19. State Organs .....	( 353 )
20. China's Minority Nationalities .....	( 360 )
21. Chinese Dynasties .....	( 361 )
22. The Democratic Parties .....	( 366 )
23. The Design of the National Flag .....	( 367 )
24. Foreign Embassies in China .....	( 368 )
25. Consulates of Foreign Countries in Shanghai .....	( 381 )
26. Common Surnames in China .....	( 381 )
27. Terms of Chinese Family Relations .....	( 382 )
28. Twelve Animal Years .....	( 387 )
29. Renminbi .....	( 388 )
30. Chinese Army Officers' Epaulets .....	( 391 )
31. Time Around the World .....	( 391 )
32. Weights and Measures .....	( 392 )
33. Fahrenheit and Centigrade Scale .....	( 395 )
34. Average Celsius Temperature in China's Major Cities	( 396 )
35. Making a Domestic Long Distance Call .....	( 398 )
36. Overseas Offices of National Tourism Administration of the People's Republic of China .....	( 402 )
37. Miscellaneous Items .....	( 404 )
1) Christmas .....	( 404 )

2)	Santa Claus .....	( 404 )
3)	Thanksgiving Day .....	( 405 )
4)	Easter Eggs .....	( 405 )
5)	April Fool .....	( 406 )
6)	Thirteen .....	( 406 )
7)	Nine .....	( 407 )
8)	A.M. & P.M. ....	( 408 )
9)	Ring .....	( 409 )
10)	Jade .....	( 410 )
11)	The Dragon .....	( 411 )
12)	Playing Cards.....	( 412 )
13)	Daylight Savings System .....	( 413 )
14)	Weather Information.....	( 415 )
15)	Origin of Certain Place Names .....	( 415 )
38.	Distances Between China's main Tourist Cities	
39.	Distances Between Yangtze River's main Port Cities	



## PART ONE

# QUALIFICATIONS FOR BEING A GOOD GUIDE-INTERPRETER

Tourism is a comprehensive economic undertaking and it plays a very important role in a country's economic construction; and it is at the same time a part of foreign relations work, as it offers an effective means for people-to-people diplomacy. Failure or success of tourism industry, therefore, bears on a country's image abroad in terms of its political reputation and of the opportunity of earning foreign exchange for a country's economic construction.

Tourism in China started from scratch, although China surpasses those countries where tourism is well-developed in terms of resources of tourism. China's huge amount of cultural relics, its scenery known far and wide for its quiet beauty, the splendor of its ancient art and culture, its traditional multi-national arts and crafts and food prepared on various local recipes—all these have attracted foreign visitors for a long time. However, as tourism in China has just developed, there aren't sufficient transportation and other facilities. In addition, we still have a lot of problems to be solved in the management of tourism, in the quality of service and in the quality and English level of Guide-