



高职高专“十一五”规划教材

★★★★★ 旅游管理系列

导游英语

苏静 主编 彭海学 主审



北京理工大学出版社



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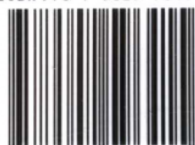
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· 北京 ·

本书分为四个部分。第一部分：导游业务服务程序，包括介绍、对话、实用训练。第二部分：导游业务中常见的预防和对突发事件的应急处理，包括案例、分析、对话和实用训练。第三部分：中国历史文化、社会、宗教等一般性知识，包括课文和问题。第四部分：国内著名景点详细介绍及编写导游词，包括如何描述景点、景点描述的范例、问题和实用训练。四个部分每一章节后都附有大量的练习题，强调通过练习来学习，使学者真正做到学以致用。同时给出一些热点导游问题。这些问题都来自于实践，都是旅游从业人员应该掌握和学习的重要知识。具有很强的针对性和时代感。

本书为注重学生语言综合运用能力的应用型教材。本书内容丰富，富有专业性、知识性和可读性。本书既可作为高职高专旅游及相关专业学生的教材，也可作为从事导游工作人员的培训教材。本书又是一本集导游行为规范、导游业务、导游知识于一体的新型工具书。

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前 言

国际旅游的迅猛发展需要大量的旅游从业人员，为了适应国际旅游业的发展对人才的需要，我们本着实用的原则，针对高职高专学生的实际情况，组织从事多年旅游英语教学和英文导游工作的教师编写了本教材。

本书具有三个特点。第一，语言通俗易懂。第二，知识与实践统一。本书不仅知识丰富，而且为读者提供了模拟训练，领略实战的情景，在一定程度上减少了知识与实践脱节的矛盾。第三，有一定的文化含量，可以使学生积累更多的英文旅游文化知识。

全书共分四个部分，32个单元。每个单元由若干个专题组成。本书由苏静主编，冯永红任副主编。具体分工如下：王秀芳编写第一部分、第二部分；苏静编写第三部分中的1, 2, 3, 4四个单元并负责统稿和校改等工作；王丽萍编写第三部分5, 6, 7, 8四个单元；冯永红编写第四部分；范作为书写音标部分。本书由彭海学任主审。

导游英语属于应用性语言范畴，其语言的特殊性和程序标准特征是用语言所无法完全代替的，而导游英语的内容又十分丰富，加之编者水平有限，本书难免有不妥之处，恳请同行和使用者提出宝贵意见。

编 者

2007年1月

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Part I

Service Procedure Part

Unit 1 Meeting the guest

学习目标

1. 掌握导游员的种类划分及英文表述。
2. 熟练掌握迎接散客和接待团队客人的服务步骤。
3. 能够运用恰当的语言迎接客人。

Section 1 Introduction

The tour guide can be divided into 4 kinds, they are the tour leader¹, the national guide², the local guide³ and the scenery guide⁴. The tour leader is the person who is 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 national guide is the person who meets the guests in his own country, and shows the guests to the different places according to the itinerary, he must coordinate with the tour leader and the local guide; the local guide is the guide who meets the guests in his own city or county, arranges the accommodation for the guests, introduces the scenery to the guests, and offers other services according to the itinerary. He must coordinate well with the tour leader and the national guide; the scenery guide is the guide who introduces the scenery to the guests. As usual, he only serves at one scenic spot.

As usual, the national guide and the local guide will meet the guests at the airport and railway station, before doing that they should do some preparations, such as the tour guide certificate⁵, the itinerary (the task sheet), the flag of the travel agency⁶, the sign to meet the guest, the speaker, money for ticket, meal, lodging, etc. and some personal belongings.

The procedures of meeting an individual guest⁷ and the group guests are different. While meeting an individual guest, the tour guide should ask the guest's

name first, and introduce himself to the guest, after making sure that the guest has taken all his personal belongings with him, the guide can show the guest to the bus directly, so it is very simple. But meeting a group guests is a little complicated, the local guide should find out the tour leader first, after exchanging their names to each other, the tour leader must make sure that all the group members are together, then the local guide or the tour leader should remind the guests of their belongings, when there is no problem, the local guide can ask the guests to follow his flag and show them to the right bus.

Section 2 Dialogue

Meeting an individual guest

Guide: Hello, are you Miss Smith from U. S. A. ?

Guest: Yes, I am.

Guide: Nice to meet you, Miss Smith. I'm your local guide in Beijing, my name is Richard. I'm from the CITS, Beijing Branch.

Guest: Nice to meet you too.

Guide: Is this your whole luggage?

Guest: Yes, it's not too many.

Guide: Then, let's go to the park, our car is waiting there.

Guest: Okay, thank you.

Meeting a tour group

(In the airport lobby outside the customs, Yang Wei, a guide from the CTS⁸, Beijing branch, is meeting a tour party from U. S. A. headed by Mr. Scott.)

Y: Excuse me, are you Mr. Scott from the States?

S: Yes. Are you our tour guide from CTS?

Y: Yes. Very glad to meet you. My name is Yang Wei.

S: Hello, Miss Yang. Thank you for coming to meet us.

Y: With pleasure. How was your trip?

S: Well, it's a nice trip. Let me introduce you to the whole group. (To the group) Attention, folks⁹. Let me introduce our local guide, Miss Yang, to you. Miss Yang from CTS will act as¹⁰ our guide during your stay in Beijing.

Y: Welcome you all to Beijing. I hope you will have a pleasant stay here. Now please check your luggage, if there is no problem, please following me, our coach¹¹ is waiting outside.

Words

itinerary/'aitinərəri/n. 行程

scenery/'si:nəri/n. 景观

certificate/sə'tifikit/n. 证件

accommodation/ə'kɒmə'deɪʃən/n. 食宿

lodging/'lɒdʒɪŋ/n. 住宿

complicated/'kɒmplikeɪtɪd/adj. 复杂的

Notes

1. tour leader 领队

2. national guide 全陪

3. local guide 地陪

4. scenery guide 景点讲解员

5. tour guide certificate 导游证

6. travel agency—travel service 旅行社

7. individual guest 散客

8. CTS—the abbreviation of China Travel Service 中国旅行社

9. folks—used to address people in a friendly way 大伙儿

10. act as—to fulfill the purpose of 充当

11. coach—a bus used for long-distance travel or touring 长途旅游汽车

Section 3 Practice Exercises

Make up dialogues according to the following situations and act them out in class.

1. Your name is Cathy, you are the tour guide of CITS, Beijing Branch, now you are waiting for Mr. and Mrs. Bennewies at the Capital Airport. Your bus is waiting at the parking lot. You will show them to the hotel first.

2. You are the tour guide of CTS, Chengde branch. Your name is Maggie, now you are waiting for Mr. Cook and his family at the railway station. It is about 2:00, the train is late for about one and a half hours, the guests complain about the delay, and they are so hungry, they don't want to go to the hotel but to have lunch first. Comfort the guests and follow their idea.

3. You are the tour guide of CITS, Beijing Branch. Your name is Evan. Now you are waiting for the group from the U. S., there are 21 guests altogether, the tour leader tells you that his name is Derek, and he introduces you to the whole group immediately. Ask the tour leader to check the member of the group and ask the guests to check their luggage, then, show them to the bus waiting outside.

4. You are the tour guide from the CTS, Chengde branch. Your name is Denica, now you are waiting for a group from Canada. There are 28 of them, the tour leader comes out with several guests first, others are still at the back, the tour leader tells you his name is Gary, and introduces you to the guests with him, while waiting for others, you should have a talk with some of them, then check the member, check the luggage, show them to the bus.

Unit 2 On the way to the hotel

学习目标

1. 掌握在从车站、机场去酒店的路上需要向游客介绍的内容。
2. 了解对待散客及对待团队客人在讲解时的语言及方式的异同。

Section 1 Introduction

As a guide, he must show his hospitality to the tourists, because he will stay with the tourists only for several days, he must cherish all the time to communicate with the tourists. While reaching a new place, the tourists must be very curious about everything about the destination, they must have a lot of questions, so after meeting the tourists at the airport or railway station, the guide has the responsibility to introduce all kinds of things that the tourists might be interested in, that means, the guide should give a welcome speech to the tourists, and the speech can include many aspects, such as the history of the city, population, area, customs, famous scenery, climate, and some other special things of the city. And the place is very strange to the tourists, so they might be worried about the accommodation, therefore, the guide should give a simple introduction of the hotel to help them calm down. Certainly, when the tourists stay at the city, they will have a lot of communication with the tour guide, they may have a lot of questions to ask, and they will stay on the coach for a long time, so the guide must introduce the driver and himself to the tourists first. If the tourists are interested in the outside scenery, the guide must have the ability to give an immediate introduction to everyone. If the tourists are just from abroad, the guide should remind them to adjust the time.

Section 2 Dialogue

On the way to the hotel

(After meeting the tourists at the Beijing Airport)

(Wu Xin, the guide from the Travel Service, is taking the party of tourists from the airport to the hotel. The coach is about to start.)

W: Is everybody here, Mr. Hurt?

H: No, one lady hasn't come yet. She had been throwing up¹ all the way because of airsickness.

W: Oh, I'm sorry to hear that. I hope she feels better now.

H: There she comes.

W: (To all the people in the coach) Ladies and gentlemen, welcome to Beijing. First, let me introduce myself, my name is Wu Xin, Wu is my family name. But I think that Chinese name is very hard for you to remember, so you can just remember my English name, that is Woolen, I will be your local guide during your stay in Beijing. This is Mr. Yang, our driver. Mr. Yang is a responsible and experienced driver, so you are in good hands² when riding in his coach. To avoid getting on a wrong bus, we'd better remember the number and the feature of our bus. The number is 13685. If you have any special interest, please let me know. My job is to smooth³ your way, care for⁴ your welfare, and try my best to answer your questions. We highly appreciate your understanding and cooperation. Now we're heading for⁵ your hotel, the Grand Guest House. It will take us about 40 minutes to get there.

H: But in which part of the city is the hotel?

W: In the center of the city. It's one of the best in the city. It has a restaurant, a bar, a barbershop, a beauty parlor and a laundry service. We hope you'll have a good time there.

H: Can we taste some authentic Chinese food there? That's part of the reason we are here for.

W: Yes, of course. The hotel offers not only western food but also typical Chinese cuisine.

H: That's great! By the way, what's the local time now?

W: Oh, I almost forgot. It's 4:45 p. m. , Beijing time. So please set your watches by the local time. Ladies and gentlemen, let's now take a brief look at the sights outside.

(After introducing the sights along the way, the guide continues with the following summary.)

W: Anyway, you will find that Beijing is a pleasant place to visit, as well as to do business, to shop, to dine, or to be entertained. Beijing is both an

ancient and a young city. It is ancient because it has a history of about 3,000 year. As a capital, the city has a history of more than 800 years. Beijing is a young city in terms of its vitality and its importance. Its eminence among China's tourist attractions is not due⁶ solely⁷ to its status as the political and cultural center of the nation. It is a city of distinction in its own right, a tourist experience of unusual variety and unexpected contrasts. Do you notice that building over there? It is the Grand Guest House... Here we are at the hotel. Don't leave your belongings.

On the way to the hotel

(After meeting the tourists at Chengde railway station)

(Li Hua, the guide from CITS, Chengde Branch, is going to show the tourists to the hotel, now everybody is on the coach.)

L: (to the tour leader) Is everybody here, Ms. Young?

Y: Yes, we are all here, and we can set off now.

L: (to the tourist) Ladies and gentlemen, welcome to Chengde. My name is Lihua, but you can just call me Lily, English name is easier for you to remember, right? And I'm from CITS, Chengde Branch, I will be your tour guide during your stay in Chengde for the next few days. On behalf of my travel agency, I warmly welcome you all to Chengde, I will try my best to make your stay a pleasant one. I really appreciate your understanding and cooperation, I hope you will enjoy your stay. Now let me introduce my colleague to you. This is Mr. Wang, our driver. His bus number is 35791. Please remember the bus number, in the next two days we'll take the same bus.

Y: Excuse me, are we going to the hotel first?

L: Yes, now we are on the way to the hotel, it's a three-star hotel, the facilities inside are very modern and comfortable. I'm sure you'll have a nice stay there.

Y: How long can we get there?

L: Our city is very small, so it's very convenient for us to travel from one place to another, it'll take us only five minutes to get to our hotel, now I'll take this opportunity to introduce something of our city. The urban area of our city is only 17 square kilometers, but the population is very large, there are 300,000 people altogether. In the beginning of Qing Dynasty, our city was only a small village with several families, after the Mountain Resort was built here, the Qing emperors spent half a year here annually, during their stay, many relatives of the civil and military officials followed, and when the

emperors left, they still stayed here to continue their life, so gradually the population increased. What worth mentioning is, the name of our city was given by emperor Yongzheng, it was said that emperor Yongzheng got the power by murdering his father, then he wanted to explain to his subjects, so he named the place where his father often stay — “Chengde”, that means, follow my father’s virtues, in this way, he said he was the real emperor. Although the name of our city has changed for several times, now it’s also called Chengde, since you’ll stay in our city for two days, I hope you can remember the name.

Y: We heard that there are so many nationalities in China, are there many in your city?

L: There are many ethnic minorities⁸ in our city and several autonomous regions, most of them are Manchurian, although nowadays it’s very difficult for us to tell the ethnic minorities from the Han people by their appearances, if you have the chance to go to their families, you can judge easily from their daily life, during your stay, I’ll tell you some of them gradually.

Y: How about the weather here?

L: Our city is not only famous for the beautiful Mountain Resort and the outlying temples but also famous for its climate, it’s not too hot in summer and not too cold in winter, the average temperature is 8 degrees centigrade. Because it’s surrounded by mountains with river flow from the north to the south, there are many local products, such as haw, fern, apple, day lily, walnut, peanut and almond, etc. the almond juice is a kind of delicious drink famous all over China. There’s a very famous slogan in our city, “touring in Chengde is the emperor’s choice⁹”, so I’m sure, in our city, all of you will enjoy the treatment like the real emperor! Now we are at the hotel, please remember its name—Yunshan Hotel. Please take all your baggage down and we’ll check in first.

airsickness n. 晕机

cherish/’tʃerɪʃ/v. 珍惜

destination/’destɪ’neɪʃən/n. 目的地

customs/’kʌstəm/n. 风俗

experienced/’ɪks’piəriənst/adj. 经验丰富
富的

feature/’fi:tʃə/n. 特点

facility/’fæsɪlɪti/n. 设备

eminence/’emɪnəns/n. 著名; 卓越

autonomous/’ɔ:tənəməs/adj. 自治的

slogan/’sləʊgən/n. 口号; 标语

hospitality/’hɒspɪ’tæləti/n. 热情好客