

新编导游英语

21

世纪旅游管理专业系列教材 (第二版)

■ 主 编 冯 玮

■ 副主编 黄 艳



New English for Guiding Service



武汉大学出版社
WUHAN UNIVERSITY PRESS

Tourism

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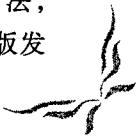
总 序



随着世界的和平、稳定及经济的发展与人民生活水平的提高,旅游逐渐成为现代人类生活中不可或缺的重要内容,是人类社会最重要的生活方式和社会经济活动之一。自改革开放以来,中国旅游经历了起步、发展和日趋成熟几个阶段。20 世纪 90 年代以来,中国旅游业的快速增长,使旅游经济产业化进程加快,旅游对整个社会的促进作用和关联作用日益突出,旅游业已成为全国经济新的增长点之一。21 世纪之初,中国旅游业的综合实力已位居世界第五,据世界旅游组织预测,到 2020 年,中国将成为世界第一大旅游接待国和第四大旅游出境国。

旅游实践的发展客观上为旅游学科的发展提供了千载难逢的机遇,对旅游学科理论建设提出了更加迫切的要求,同时也给旅游研究工作与教育工作创造了良好的外部环境。与我国旅游学科发展相适应的是我国旅游教育事业的进步,二十多年来我国旅游高等教育和中等职业教育均获得了飞速发展,全国开办有旅游系(专业)的高等院校达五百多所(2004 年)。伴随着高等旅游教育的迅速发展,旅游专业的教材建设也从无到有,从粗到精。为了进一步完善旅游管理专业教材体系,吸取国内外最新研究成果,充实教材内容,满足日益增长的旅游管理专业高等教育的发展需要,武汉大学出版社精心组织国内部分高等院校旅游管理专业的专家学者,编写了一套 21 世纪旅游管理专业系列教材。全套教材选题广泛,并紧扣教育部颁发的高等院校旅游管理专业教学指导计划。教材编写注重理论阐述与实际案例分析相结合,既考虑到国内外旅游业发展的现实需要,又注重理论研究的超前性和未来旅游业发展的宏观态势;既系统总结了旅游学科发展的研究现状和取得的研究成果,又指出了不同研究内容的未来发展方向;既注重使读者易于掌握研究的理论和方法,又兼顾技能的培养,体现系统、创新、前瞻、实用的特色。自从该套丛书出版

总
序



行以来,取得了较好的社会效益和经济效益,根据旅游管理专业学科的发展,修订下列教材:《旅游资源学》、《旅游营销策划理论与实务》、《旅游开发与规划》、《饭店概论》、《饭店管理实务》、《旅游法规》、《旅游文化与审美》、《实用礼仪教程》、《导游业务》、《客源地概况》、《世界遗产概论》和《新编旅游英语》、《新编导游英语》、《新编饭店英语》共 14 本教材。另外,此套教材都配有相应电子课件,可在相应的网站下载;外语类教材均配有 mp3 光盘,方便老师和学生的使用。

本套教材既可作为高等院校旅游管理专业教学用书,又可作为高等职业教育、自学考试、职业培训或相关专业的参考用书。欢迎本专业师生和旅游行业人士选用。

21 世纪旅游管理专业系列教材
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前 言



随着改革开放的不断深入,中国入境旅游保持持续增长,欧美国家已经成为我国重要的客源国,中国国际旅游的迅猛发展急需大量优秀的翻译导游人员。为了适应新形势下导游人才培养以及翻译导游人员的实际需要,武汉大学出版社特组织有关专家和教授编写了此教材。本书适用于高校旅游管理专业导游英语课程,高等职业技术学院导游专业,以及在职导游人员和有志从事导游工作的人员。

本书是一本导游英语专业教材,为了更好地满足学习者的需求,本书在第一版的基础上对部分内容进行了修改与更新。全书共 12 课,每课包括五大部分:

第一部分:背景与指南,介绍课文相关背景以及导游翻译的工作要点。

第二部分:导游英语,包括会话,内容涉及导游服务的工作程序,包括迎接客人、沿途导游、商定日程、安排观光游览活动等不同的工作场景,具有较强的实用性和可操作性。

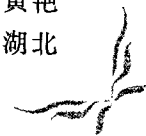
第三部分:短文阅读,帮助学生提高阅读能力,熟悉不同类型的旅游景点。

第四部分:练习,主要形式有英汉互译、完形填空、完成对话、术语翻译等,旨在通过大量的练习帮助学生举一反三,融会贯通,巩固所学的内容。

第五部分:补充阅读,选用难度较大的阅读材料供学习者学习和参考,进一步加强阅读理解能力的训练。

在使用本书的过程中,建议教师根据导游翻译工作的实际需要灵活运用教材,在教学过程中应以提高学习者的语言交际能力为目标,加强语言操练,使学习者具备运用规范语言提供导游翻译服务的能力。

全书由湖北大学旅游管理系冯玮担任主编,武汉航海职业技术学院黄艳担任副主编,其他参加本教材编写的人员有:湖北大学旅游管理系李玲,湖北



工业大学李丽敏,武汉船舶职业技术学院王丹和武汉理工大学袁荣。本书在编写和修订的过程中,得到了吕志鲁教授和尤五力教授的大力支持和帮助, Thompson 教授对本书提出了宝贵的建议;武汉大学出版社的编辑和其他工作人员在付梓前仔细编审,精心设计,在此一并表示感谢。由于时间和水平有限,本教材难免存在不足之处,恳请读者提出宝贵意见。

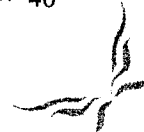
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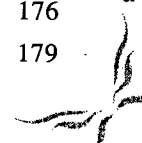
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Unit 1

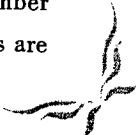


Receiving the Guests

■ Background and Direction

Meeting tourists is just the first step in the whole working procedure. As a tour guide, you should bear in mind the following things. Firstly, try to get the right tour group you are supposed to meet, paying attention to characteristics of different nationalities and the logos of their foreign travel groups (such as name tags, travel agency symbols, luggage tags, etc.). Secondly, after meeting your guests you should confer with the tour escort and the national guide in order to check the number of people and be sure that no one is missing. Thirdly, ask for the luggage claim cards and give them to the porters so that the luggage can get to the hotels as quickly as possible. Fourthly, you should politely and courteously show the guests aboard the awaiting bus. Then, make a brief welcoming speech, including greetings and an introduction of yourself and the driver. Fifthly, welcome the guests to your city and ask them for questions and any requests. Express your wish to serve them sincerely and honestly, and finally you should wish your guests a pleasant journey and a wonderful stay.

If you are ever asked to address visitors or deliver a speech, try to look happy and pleasant. Always be as polite and charming as you can, no matter what your personal opinion of the individuals or their country might be. Always remember that they will judge your country by the impression you make. First impressions are



the most important.

● Dialogue 1: Meeting Tourists at the Airport

A: tour leader

B: guide

C: tourist

(At the airport, Liu Yin, a guide from China International Travel Service, is to meet a tour group from the United States headed by Mr. Brown. The travel service has received notice beforehand about their arrival.)

B: Excuse me, are you from the Holiday Tour Group?

C: Yes, we are.

B: Welcome to China. I'm Liu Yin, the guide from CITS Hubei Branch. Who is the leader, please?

A: I'm John Brown, the tour leader of the group. Thank you for coming to meet us.

B: Oh, Mr. Brown, nice to meet you.

A: Nice to meet you too, this is our first trip to China. I'm afraid we'll put you through a lot of trouble.

B: No trouble at all. We are so glad you could come. Mr. Brown, how was your trip?

A: Very nice, we had a very pleasant trip.

B: You have a group of 15, right?

A: Yes.

B: Do we need to wait for any of your baggage?

A: No. Each of us has only one piece of carry-on baggage.

B: Well, is everybody here now? Our coach is outside the airport.

A: Oh, let me see. Yes, everybody is here.

B: Shall we go now?

A: Yes, I think so.

B: Attention please, everyone. Now please follow me to the coach.

▲ Notes

1. Welcome to China. 欢迎到中国来。

2. CITS Hubei Branch 中国国际旅行社湖北分社, CITS 是 China International Travel Service 的简称。
3. tour leader 旅游团领队
4. How was your trip? 一路上好吗? 也可以说:
Did you have a good trip? 你们旅途顺利吗?
Did you have a pleasant trip? 旅途愉快吗?
5. put sb. through(much) trouble 给某人添了(许多)麻烦,例如:
I don't like putting you through so much trouble. 我不愿意给你们添那么多的麻烦。
7. carry-on baggage 随身行李 unaccompanied luggage 不随身携带的行李
(即托运行李)
8. coach 长途旅行汽车

● Dialogue 2: Meeting Tourists at the Station

(Tour guide Wang Ying is at the railway station to meet a tour group from Canada. Mr. Brown is the group's tour escort.)

Wang Ying: Excuse me, are you Mr. Brown?

Stranger: No, my name is Wright.

Wang Ying: I'm so sorry.

Stranger: Never mind.

Wang Ying: (seeing somebody else) Excuse me, is your name Mr. Brown?

Mr. Brown: Yes .

Wang Ying: Oh, Mr. Brown. Welcome to Shanghai. I'm Wang Ying, your local guide .

Mr. Brown: Glad to meet you , Wang Ying.

Wang Ying: Glad to meet you too, Mr. Brown. How was your trip? It was quite a long flight.

Mr. Brown: Well, it was a bit bumpy at first, but on the whole, it was a nice trip.

Wang Ying: How many pieces of luggage do you have?

Mr. Brown: 32 altogether. And here are the luggage checks.

Wang Ying: Good. I'll ask the porter to take care of them. Is everybody here now?

Our bus is outside.

Mr. Brown: Oh, let me see. Yes, everyone is here.

Wang Ying: Shall we go now?

Mr. Brown: Yes. I think so.

Wang Ying: Attention please, everyone. Please follow me to the bus.

▲ Notes

1. on the whole 总的来说,大体上,例如:

On the whole, you've done a good job. 总的来说,你们做得很好。

2. local guide 地陪,全陪为 national guide。

3. pieces of luggage 表示行李件数。luggage, 行李,是英式用法,美式用法用 baggage。luggage/baggage 为不可数名词。5 件行李译成 five pieces of luggage/ baggage。

4. luggage check or luggage claim card 行李认领牌

● Reading: Welcome Speech

Ladies and gentlemen:

Welcome to Wuhan.

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

Let me introduce my team first. Mr. Wang is our driver. He has more than 25 years of driving experience, so you are in very safe hands. We will always be using the same bus while we are here in Wuhan so I recommend that you write down the number on our license plate. There will be a lot of tour buses at the scenic spots we visit. If you happen to get separated from the group, you will have the bus number and still be able to find our bus. My name is Yang Lin and I'm from China International Travel Service, Wuhan Branch. I will be your guide during your stay in Wuhan.

On behalf of CITS Wuhan and my colleagues, I'd like to welcome you again to the beautiful Riverside City Wuhan. We will try our best to make your stay in Wuhan an enjoyable one. We'll be visiting some amazing sights and scenery, tasting some local delicacies and bargaining while shopping. If you have any