

国家社会科学基金“十一五”规划课题
“以就业为导向的职业教育教学理论与实践研究”研究成果

全国高等职业教育旅游大类专业规划教材

导游英语

Practical English For Tour Guide Service

李仕敏 翁 莉 主 编
吴 超 胡顺利 曾艳平 副主编



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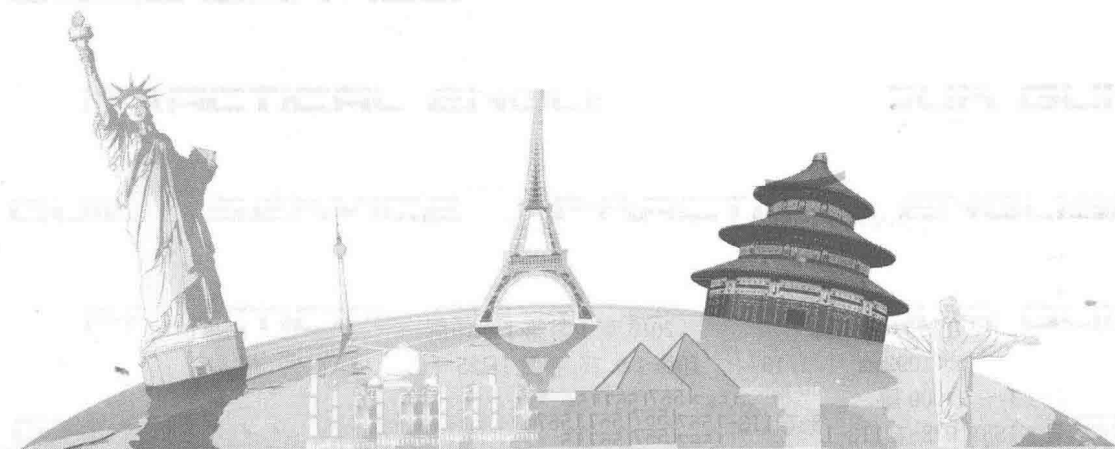
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内 容 简 介

导游英语是旅游院校旅游管理相关专业核心课程之一,也是导游资格职业认证的必修课程。本书依据我国旅游行业对英语导游岗位能力要求和导游带团基本能力的要求而编写,以提高学生导游服务职业能力为宗旨,根据导游的工作任务确定学习内容,注重学生职业能力培养。本教材以导游服务工作过程为主线,采用情境教学,内容包括:准备、接站、沿途讲解、入住酒店、讨论行程、餐饮服务、景点讲解服务、娱乐服务、购物服务、送站等学习情境。每个学习情境包括以下模块:导入;情景对话;中国旅游文化介绍(著名景点、中国饮食、戏剧艺术、手工艺等);翻译实训。本教材将导游服务全过程、导游实务、旅游景点、中国旅游文化欣赏有机结合起来,内容丰富,实用性强,对提高学生涉外导游服务能力,增加旅游文化知识,提高在导游服务情境下的英语交际能力和旅游业务素养与职业能力具有重要意义。

本书适合作为高职高专院校旅游管理相关专业的导游英语课程教材,也可作为导游英语爱好者自学用书。

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国家社会科学基金（教育学科）“十一五”规划课题“以就业为导向的职业教育教学理论与实践研究”（课题批准号 BJA060049）在取得理论研究成果的基础上，选取了高等职业教育十个专业类开展实践研究。高职高专旅游类专业是其中之一。

本课题研究发现，高等职业教育在专业教育上承担着帮助学生构建起专业理论知识体系、专业技术框架体系和相应的职业活动逻辑体系的任务，而这三个体系的构建需要通过专业教材体系和专业教材内部结构得以实现，即学生的心理结构来自于教材的体系和结构。为此，这套高职高专旅游类专业系列教材的设计，依据不同课程教材在其构建知识、技术、活动三个体系中的作用，采用了不同的教材内部结构设计和编写体例。

承担专业理论知识体系构建任务的教材，强调了专业理论知识体系的完整与系统，不强调专业理论知识的深度和难度。追求的是学生对专业理论知识整体框架的把握和应用，不追求学生只掌握某些局部内容的深度和难度。

承担专业技术框架体系构建任务的教材，注重让学生了解这种技术的产生与演变过程，培养学生的技术创新意识；注重让学生把握这种技术的整体框架，培养学生对新技术的学习能力；注重让学生在技术应用过程中掌握这种技术的操作，培养学生的技术应用能力；注重让学生区别同种用途的其他技术的特点，培养学生职业活动过程中的技术比较与选择能力。

承担职业活动体系构建任务的教材，依据不同职业活动对所从事人特质的要求，分别采用了过程驱动、情景驱动、效果驱动的方式，形成了“做中学”的各种教材的结构与体例。由于旅游类专业毕业生的职业活动，基本上是情景导向的，因此，多数旅游大类的教材都采用了情景导向的教材结构。这对于培养从事旅游业高技能型人才的个性化服务理念，情景导向的思维方式，规范而又不失灵活的行为方式，富有情感的语言和交往沟通能力，特别是对游客的情感和旅游管理与服务情景的敏感特质，是十分有效的。

序

PREFACE

本套教材从课程标准的开发、教材体系的建立、教材内容的筛选、教材结构的设计,到教材素材的选择,均得到了旅游业行业专家的大力支持。他们依据旅游业不同职业的职业资格标准,对课程标准提出了十分有益的建议;他们根据课程标准要求,提供了大量的典型职业活动案例,使教材素材鲜活起来。国内知名职业教育专家和一百多所高职高专院校参与本课题研究,他们对高职高专旅游类高技能人才培养提出了宝贵的意见,对高职高专旅游类专业教学提供了丰富的素材和鲜活的教学经验。

这套教材是我国高职教育近年来从只注重学生单一职业活动逻辑体系构建,向专业理论知识体系、技术框架体系和职业活动逻辑体系三个体系构建转变的有益尝试,也是国家社会科学研究基金课题“以就业为导向的职业教育教学理论与实践研究”研究成果的具体应用之一。

如本套教材有不足之处,敬请各位专家、老师和广大同学不吝赐教。希望通过本套教材的出版,为我国高等职业教育和旅游业的发展做出贡献。

邓泽民

2012年3月

随着我国旅游业国际化发展,对于能够从事涉外导游服务的高素质、高技能的应用型人才的需求也不断增长。为促进高职高专旅游专业英语课程教学建设与发展,引导注重英语导游人员职业素质培养,提高英语导游服务基本技能和应变能力,我们编写了《导游英语》一书。本书从培养学生的导游服务职业技能出发,通过创造真实的工作情境,让学生在真实的导游情境中完成学习任务,掌握导游服务技能,提高英语表达能力和讲解能力。本书适用于我国旅游院校开设的旅游英语、导游英语、旅游英语口语、景点讲解等课程,也可用作导游职业资格考试英文导游口试的培训资料和英语导游广大爱好者的进修资料。

《导游英语》根据导游的工作任务确定学习内容,实用性强。通过对导游岗位能力要求分析,以“导游服务工作程序”为主线,以导游人员的真实工作情境为学习任务,如准备、接站、沿途讲解、入住酒店、讨论行程、餐饮服务、景点讲解服务、娱乐服务、购物服务、送站等情境开展口语教学活动,完成导游服务情境下的不同任务。每个情境主要包括以下学习模块:导入;情景对话;中国旅游文化介绍(著名景点、中国饮食、戏剧艺术、手工艺术等);翻译实训。景点模拟导游讲解在课堂教学中可通过模拟导游实训教学完成不同情境下的导游服务任务,掌握导游服务常识与导游业务技能,提高英语语言交际能力及英文讲解能力,培养学生自主学习能力、组织能力、协调能力、合作意识和创新意识,为今后从事涉外导游服务工作奠定良好的基础。同时,本教材提供旅游文化知识介绍,增加学生的旅游文化知识,提高人文修养,丰富文化底蕴。

本书由李仕敏、翁莉任主编,吴超、胡顺利、曾艳平任副主编,王德利、李丹、刘静、高天、谢倩参与编写。在本书编写过程中得到了天津现代职业技术学院、天津海运职业学院、天津交通职业学院、河源职业技术学院领导和教务处、科研处大力支持和帮助,同时天津现代职业技术学院翁志强副教授及北京青年旅行社股份有限公司赵建青副总经理

前言

FOREWORD

对教材的编写提出了许多建设性的意见和建议，在此表示感谢。

由于水平所限，加之时间仓促，书中疏漏和不足之处在所难免，敬请读者指正，以臻完善。

编者

2012年10月

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Situation 1 Pre-tour Preparation

Objectives

After learning, you should be able to:

1. Know the basic preparations before taking the tour group;
2. Make dialogues according to the situation;
3. Give the introduction to the scenic spot: Haihe River;
4. Know more about Chinese scenic spot: The Summer Palace;
5. Master the useful expressions for the pre-tour preparation.



Section I Leading-in

Lucy is a tour guide of China International Travel Service Tianjin Branch. Tomorrow she will pick up a tour group from the United States at the Tianjin Binhai International Airport. Now she is making preparations for meeting tourists. Her manager, Mr. Zhang, helps her to prepare the documents and reminds her of the important points she should remember as a local guide.

Suggestions

1. Being Familiar with the Reception Program

The reception program is the contractual arrangements in which the local travel service is entrusted by the sponsor travel service to organize tourist activities. It is a major basis for the tour guide to know the general information and schedules of the tour group.

A local guide should make clear:

(1) The Chinese tour operator (the sponsor travel agency), person to contact and the telephone number.

(2) Foreign tour organizer (the travel agency), name of the group, code number, computer serial number, nationality, language requirement, service standard (deluxe, standard, or economical), name of the tour leader.

(3) Name lists of the group member: number of tourists, gender, names, occupations, religions.

(4) Itinerary of the whole trip, entry and exit port cities.

(5) Arrival and departure means of transportation (plane, train, ship) scheduled arrival and departure time and place (which port, which railway, which airport, etc.).

(6) Information concerning tickets, e.g.:

① Tickets to the next city: confirm whether the tickets to the next city are booked or if there is any change. If there is a change, find out the final result.

② Whether there are return tickets.

③ Whether the international departure flight tickets are OPEN or OK, An OK ticket refers to the ticket with a confirmed seat; An OPEN ticket refers to the ticket with an open return date and the passenger needs to confirm an available seat beforehand.

(7) Some special services and points for attention, e.g.:

① Whether the group requires special rooms, buses, tours, foods.

② Whether the group has the tourists who need special care, e.g. the disabled, the old, the sick, etc.

③ Who pays the airport construction fee for the group (local agency operator or tourists)?

2. Preparations for Meeting the Tour Group

You start your work as soon as you get the reception program from the travel agency. Before the tour group's arrival, the local guide should:

(1) Check the schedule.

(2) Confirm the transportation vehicles :

① Contact the tourist bus company and make sure the model and number of the bus and the driver's name.

② If the tour group is of large scale, the number and eye-catching signs should be attached to the vehicle.

③ Confirm with the driver the place to meet and tell him the tour activities and specific schedules.

(3) Have all the necessary telephone numbers available (departments concerned at the travel agency, restaurants, hotels, bus companies, other guides, etc.).

(4) Arrange the accommodation :

① Get to know the hotel location, facilities and items of services offered.

② Confirm the number and standard of rooms; make sure if breakfast is included.

③ Confirm each meal with the specific restaurants (name of the group, number of diners, cost, dates and special requests).

(5) Confirm the transfer of luggage.

(6) Get familiar with the new scenic spot to visit (the opening hours, best route to visit, location of parking lot and the toilet, etc.)

In addition, the local guide should make the following preparations:

(1) Material preparation : get tour maps, entrance tickets, bus tickets, itinerary, guiding certificate, guide name card, guiding flag (group over 6 must prepare a flag), reception board and signs, the guide's personal belongings, etc.

(2) Language and knowledge preparation :

① For important places to visit.

② For special interest groups, new vocabulary, special terms, etc.

③ For topics of interests, impact issues, and shocking news.

(3) The image preparation :

① The tour guide should dress decently.

② The female guide should not have excessive makeup.

③ The guide must wear IC card during the work.

(4) Psychological preparation :

① Be prepared for hardships.

② Be prepared for complaints.



Group Activities

Discuss: What does a guide usually wear when he meets tourists at the airport?

Section II Situational Dialogue

Lucy is contacting the driver, Mr. Wang, to confirm the coach, time and place of meeting. And then she phones Mr. Zhou, the manager of restaurant to confirm the meal.

(A: Lucy, the guide B: Mr. Wang, the driver C: Mr. Zhou, the manager)

(Lucy Phones Mr. Wang, the driver.)

A: Hello. Are you Mr. Wang? I am Lucy of CITS (Tianjin Branch). I will conduct a tour group with you tomorrow.

B: Hello. When will you meet the group?

A: The group will arrive at 7:00 by air. Would you please pick me up at the gate of the company at 6:00?

B: Okay.

A: Mr. Wang, there are 33 seats in your coach, aren't there?

B: Yes, that's right.

A: I'd like to introduce the itinerary briefly. On the first day, we'll visit Binhai New Area and Shuishang Park; on the second day, we'll go to Jixian County to visit Panshan Mountain and Dule Temple; on the third day, we'll visit Five-road Avenue and Ancient Culture Street. I'll tell you in detail when we meet. By the way, are the air-conditioner and microphone in your coach all right?

B: No problem.

A: Great. See you tomorrow. My mobile phone number is 136... If you have any problems, please contact me.

B: Okay, see you tomorrow.

(Now Lucy phones Mr. Zhou, the manager of restaurant.)

A: Good morning, are you Mr. Zhou, the manager of Binhai Restaurant?

C: Yes. May I help you?

A: I am Lucy, the local guide of CITS (Tianjin Branch). I've booked two tables for a tour group tomorrow. Have you got the order?

C: Yes, 20 adults, right?

A: That's right. I'd like to confirm the menu with you. We've booked a table with 14 dishes and 1 soup... They can use chopsticks, but it's better to prepare some knives and forks. Please confirm it.

C: OK. When will you arrive?

A: About 12 o'clock. I will confirm it before we leave for restaurant. Thanks for your help.

C: You are welcome. See you tomorrow.



Group Activities

Role play:

1. One student acts as the guide Lucy, and the other two students are the driver and the manager of the restaurant. Practise the dialogue again.

2. The guide is calling the receptionist of the hotel to make sure whether the rooms are available for the tour group.

Section III Introduction to Chinese Tourism Culture

Part A Highlights in Tianjin

Tour on the Haihe River

Haihe River is the economic, cultural and sight-seeing center of Tianjin. While traveling along the Haihe River in a cruise, tourists can enjoy beautiful scenery along the river where there are constructions, bridges, gardens and statues of various styles. In the evening, brilliant street lights and neon lamps make Haihe River even brighter(See Picture 1-1).



Picture 1-1

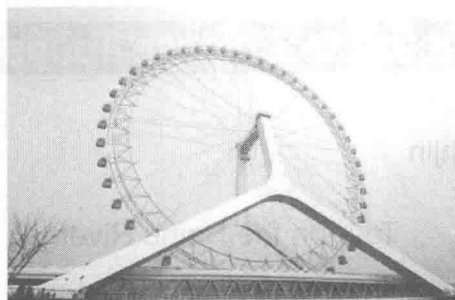
Glamor of Tianjin: the Haihe River

Just as the Seine is the most romantic place in France, the beauty of Tianjin starts from the banks of Haihe River. Along with the booming landscape construction in Tianjin, miracles and beautiful scenic spot have been emerging one after another. There are various kinds of pleasure cruises and boats on the river. At any time of the year, tourists can take the One-day Tour on the large luxurious pleasure cruises and boats on the river. For shorter route, tourists can go yachting to travel around the downtown of Tianjin and experience the amazing speed. In summer, tourists can also drive the pedalo themselves to boat freely in the Haihe River. Tourists from outside Tianjin are suggested to take the One-day Tour. If they travel eastbound to port regions and the sea, they will see the modern side of Tianjin. While traveling west to the ancient town of Yangliuqing, the tour will be more about the folk customs of Tianjin.

Yongle Bridge

Located in the golden area of Tianjin Estuary, the river head of Haihe River, the Yongle Bridge is famous for its Ferris wheel. The diameter of the wheel is 110 meters and its highest point is 120 meters high, which is equal to a 35-story building. As the the world's highest Ferris

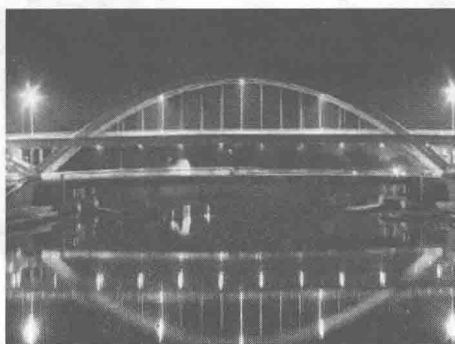
wheel, the Ferris wheel on the Yongle Bridge is higher than London Eye on Thames (See Picture 1-2).



Picture 1-2

Jingang Bridge

The Jingang Bridge is located in Tianjin Estuary. The bridge was originally built in 1930 and was torn down and rebuilt into a steel pipe-encased arch bridge. The orange colored new bridge enjoys a reputation of “Rainbow Bridge” on Haihe River (See Picture 1-3).



Picture 1-3

Shizilin Bridge

Originally built in 1974, the Shizilin Bridge is China's first pre-stressed concrete cantilever bridge. The bridge was raised successfully in 2003, which is the first case in China, creating a miracle in the bridge history of China. Just as the name of the bridge which means Bridge of Stone Lions Forest indicates, there are more than 1,000 stone lions on the bridge (See Picture 1-4).



Picture 1-4