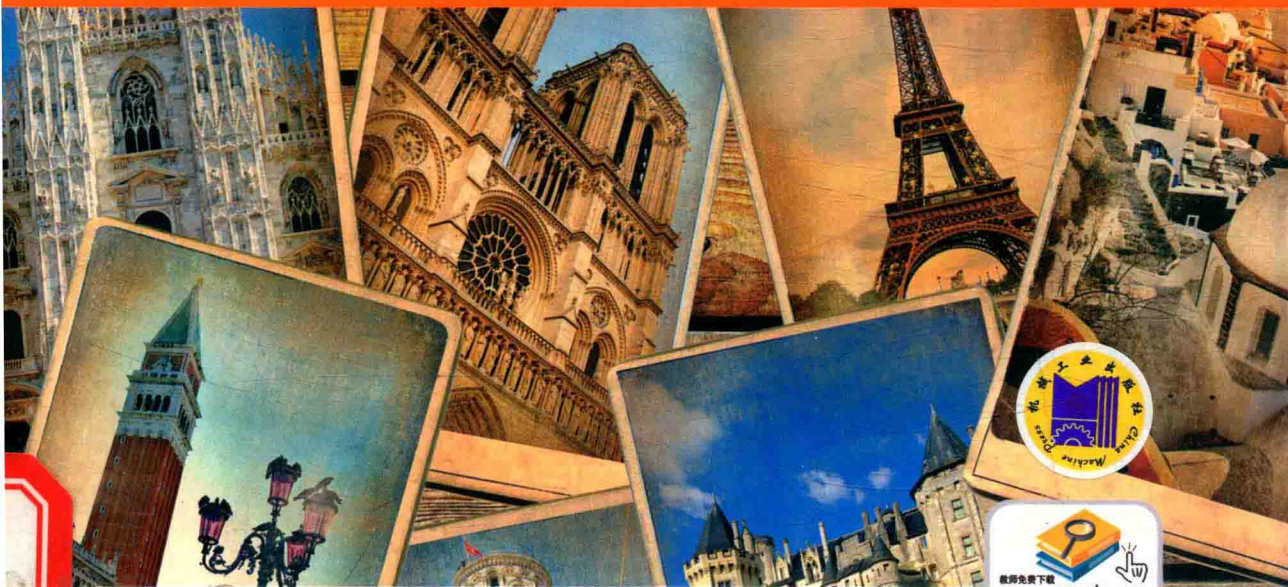


高等职业教育“十二五”旅游及餐饮管理类专业规划教材

导游英语

- ◎ 以国内景点为背景，使用规范的英语语言，通过情景对话、精选范文、文化视角等，为读者提供规范旅游接待和导游服务的语篇范例和服务标准。
- ◎ 以对话为主线，以口头语言输出能力为出发点，通过循序渐进的学习方式，寓语言知识学习、导游技能发展、交际能力提升和跨文化意识培养于情景对话和语篇学习之中。

王允华 戴琳 王春梅 主编



机械工业出版社
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电子课件

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导游英语

主 编 王允华 戴 琳 王春梅

参 编 李冬颖 朱琳琳 任 霞 姚建丽



机械工业出版社

本书基于中国国情,以国内景点为背景,使用规范的英语语言,通过情景对话、精选范文、文化视角等,为读者提供规范旅游接待和导游服务的语篇范例和服务标准。本书设计思路新颖,内容覆盖面广,除涉及旅游服务过程中的接机、入住、食宿、导游、导购、娱乐、退房、送别等相关环节的服务外,还涉及服务过程中语言交流的规范性、得体性以及旅游中突发事件的应对和处理策略等。

本书选材体现出较强的时代性、专业性、代表性、知识性、趣味性和可读性,既可作为旅游管理及相关专业教材,又可作为外事旅游在职人员的自学用书,是一本集旅游知识、行业用语、行为规范、导游实践于一体的实用性非常强的工具书。

为方便教学,本书配备了电子课件等教学资源。凡选用本书作为教材的教师均可登录机械工业出版社教材服务网 www.cmpedu.com 免费下载。如有问题请致信 cmpgaozhi@sina.com,或致电 010-88379375 联系营销人员。

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前 言

本书以对话为主线,以口头语言输出能力为出发点,通过循序渐进的学习方式,寓语言知识学习、导游技能发展、交际能力提升和跨文化意识培养于情景对话和语篇学习之中。每个单元提供两段精选的对话和具有代表性的范文,对话和范文反映特定的主题,围绕特定的话题展开,为学习者提供涉外旅游接待和导游服务中常用的口头交际用语、沟通交流方式、景点介绍方法以及旅游职业规范等,供学生模仿和了解。与此同时,书中还特意设置了文化视角,就导游工作中可能遇到的问题以及解决问题的方法等给学习者提供建议、予以指导,培养学生妥善处理日常工作中遇到的问题和正确应对突发事件的能力,提升学习者的职业素质,为将来就业打下基础。

全书共分4个部分、19个单元。

第一部分为全程旅行服务。该部分按时空顺序,把各个单元内容融会贯通,从开始的接站服务,到入住酒店、旅游参观,再到结账离店、机场送别等环节依次展开内容,借助对话训练、范文研读学习掌握各服务环节中的知识和技能,并通过相应的不同形式的练习,巩固各环节的学习效果。

第二部分为游客特殊要求及处理,就旅程中游客可能提出的特殊要求,如餐饮、住宿、文娱活动、购物,以及探亲访友、要求亲友加入旅行、中途退团、延长旅游时间等,为学习者提供相应的工作原则和行业规范,并通过案例引导学习者熟悉处理这些特殊要求时应遵循的原则和使用的方法。

第三部分为突发事件的处理。该部分以旅游中三种常见的、典型的突发事件(游客财物遗失、游客患病、游客伤亡事故)为例,通过学习和训练,让学生具备快速的应对能力,掌握正确的处理方法。

第四部分为导游词。本部分共9个单元,涉及宫殿、陵墓、园林、寺庙、博物馆、名山、水景、生物、气候等话题。每单元基于特定的话题,通过具有代表性的A、B两段对话和一篇导游词,引导学生学会如何更好地向国外游客展示自己,如何用得体的语言向国外游客准确地介绍景点情况、与国外游客进行良好的互动与沟通。在通过对话、导游词训练学生口头交际能力的同时,每单元特意在Homework模块中为学生设置了相应的翻译任务和相近话题导游词的编写任务,力求通过具有代表性的笔头练习,强化对相关术语、表达方法的记忆效果,拓展学生的知识范围,提升学生的动手能力和语言输出能力。

4个部分的学习内容既相对独立,针对涉外旅游服务过程的不同环节,反映不同的主题,又相互联系,相辅相成,共同构成了涉外旅游服务的完整过程。

本书以高职高专旅游类专业英语方向的学生、电大英语专业学生和成人院校英语专业学生为服务对象,以培养涉外服务领域高级应用型人才为目标,充分考虑学生未来的职业需求,力求通过专业知识学习、导游技能发展、口头交际能力提升、职业素质塑造、跨文化意识培养,为我国涉外服务领域培养合格的应用型英语导游人才。

由于编写水平有限、编写时间紧迫,书中疏漏和不妥之处在所难免,恳请广大读者不吝指正。

编 者

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Part 1 Work Procedures of Guide Service

Unit 1 Pick-up Service

Objective

After learning, you should be able to

- Know what the tour guide should do to pick up the guests and ensure that tour members obtain the maximum enjoyment and satisfaction from the tour.
- Learn to make a welcome speech.
- Master the skills, methods, the useful phrases and sentences to communicate with tourists in the guide service procedures.

Lesson 1 Meeting at the Airport

Warm up

Read the following questions and discuss with your partner.

- Do you know the meaning of these words? Guide, tourist group, travel service and tourism.
- What are the China's rich tourist resources? Can you give some examples?

Useful Words and Expressions

domestic flight 国内航线

entry visa 入境签证

flight number 航班号

customs formalities 海关手续

duty-free shop 免税商店

passenger coupon 旅客联

airport inquiries 机场问讯处

baggage claim card 行李认领牌

group visa 团体签证

delegation *n.* 代表团

Did you have a good trip? 您旅行愉快吗?

Welcome to China! 欢迎来中国!

You all need a good rest first. 你们首先需要好好休息一下。

Shall I help you with your luggage? 要不要我帮您拿行李?

The shuttle bus is just waiting in the parking lot. 摆渡车正在停车场等候。

You will have plenty of time to see many interesting places in China. 您将有充裕的时间看到中国许多有趣的地方。

☞ Tips

- The meeting or greeting at the airport is the first touch between a guide and his or her guests. A guide is likely the first face that the guests will see in a foreign destination. The tour guide is not only the representative of the travel agency, but also the image of a tour destination. What he or she says and acts helps guests to shape their first impression, which may determine whether the tour will be a pleasant one or not.
- A favorable initial perception of your greeting is the most important stage in winning the confidence and respect of your guests.

☞ Dialogue

Dialogue 1

Scene: In the airport lobby, Li Ming, a young tour guide from the China Youth Travel Service, is greeting a tourist group from the United States headed by Mr. Jones White.

L : Excuse me! Are you Mr. White from Los Angeles?

W: Yes, I'm Jones White.

L : Nice to meet you, Mr. White. I'm Li Ming. I'm your tour guide from the Youth Travel Service.

W: Nice to meet you, too.

L : Welcome to China! (*Li Ming shakes hands with Mr. White and other guests.*)

W: We're so glad you've come to meet us at the airport.

L : Did you have a good trip, Mr. White?

W: Yes, quite pleasant. But we feel a bit tired after the long flight.

L : Yes, you must. You all need a good rest first.

W: Nevertheless we are all excited that we've finally arrived in the country that we have been wishing to see for years.

L : You will have plenty of time to visit many interesting places in China. Is everyone in the group here?

W: Yes, a party of twelve. We have six ladies and six gentlemen.

L : Good. Can we go now? Shall I help you with your luggage, Mr. White?

W: No, thanks. I can manage.

L : Please follow me, ladies and gentlemen! The shuttle bus is just waiting in the parking lot.

W: That's fine. Hurry up, guys!

L : This way, please.

Notes:

greet v. 迎接

tour guide 导游

the China Youth Travel Service 中国青年旅行社

luggage *n.* 行李

shuttle bus 班车, 摆渡车

parking lot 停车场

Dialogue 2

Scene: At the airport, Li Ming, a guide from the China Travel Service, is meeting a tourist party from the United States headed by Mrs. Hunt, whom Li Ming has not met personally, but about whose arrival the Travel Service has received notice beforehand.

L : Excuse me, are you Mrs. Hunt from the United States?

T : No, I am not.

L : I'm sorry.

T : Never mind. Look! Mrs. Hunt is over there.

L : Are you Mrs. Hunt?

H : Yes, I am.

L : Oh, Mrs. Hunt, glad to meet you. My name is Li Ming. I'm the guide from the China Travel Service.

H : Hi, Mr. Li. Thank you for coming to meet us. (*They shake hands.*)

L : Welcome to China, Mrs. Hunt. Did you enjoy your trip?

H : Not too bad. But we are later than expected. Our plane was delayed. We ran into a storm. We were held up for several hours at the airport.

L : Well, you've arrived safe and sound. Nevertheless, it's a long trip. You must be tired.

H : Yes, I'm. But I'll be all right by tomorrow and be ready for sightseeing.

L : I hope you'll have a pleasant stay here.

H : Thank you. I'm sure I will.

L : Now, let me take your suitcases.

H : Thanks. They are a bit heavy. Oh, don't take them both. I can manage one.

L : Okay. (*to Mrs. Hunt and the rest of the party*) Shall we go then? The coach is outside.

Notes:

airport lobby 机场大厅, 机场休息室

the China Travel Service 中国旅行社

hold up 延迟; 支持, 支撑; 展示, 举出; 抢劫

sightseeing *n.* 观光, 游览

suitcase *n.* 手提箱

coach *n.* 汽车

Exercises:

1. Fill in the blanks with the words given.

hotel	suitcase	meet	pleased	guide
welcome	baggage	waiting		

A: Excuse me, are you Mr. Davis from UK?

B: Yes, I'm Mark Davis.

A: Oh, Mr. Davis. I'm very glad to meet you. My name is Zhu Lan. I'm the 1) from the Beijing Travel Service.

B: Hello, Ms Zhu. Thank you for coming to 2) us.

A: 3) to China, Mr. Davis. How was your trip?

B: Fine. We had a very pleasant flight. Let me introduce to you, Miss Tyler, my assistant. She is in charge of the daily affairs of our tour party.

A: How do you do, Miss Tyler? I'm 4) to meet you.

C: How do you do? I'm pleased to meet you, too.

A: We've made reservations for your party at the Hong Kong Garden 5).

B: Thank you very much.

A: Shall we go to the hotel now? The shuttle bus is just 6) outside.

B: Fine.

A: Your 7) will be sent to your rooms in the hotel.

B: That's good.

A: May I help with your 8), Mr. Davis?

2. Role-play in small groups according to the situation below, referring to the above situation.

At the airport, Li Ying, a guide from the Travel Service, is meeting a tourist party from the United States headed by Mrs. Black, whom Li has not met personally. Work with your partner to give a whole presentation.

➡ Reading

Meeting & Greeting Services

To be a guide, you should know that it is very important to create a favorable impression and initial touch, which will give you every chance of a successful tour.

As the first step, you'll want to keep in mind the following important guidelines:

Prepare to Greet. Calling ahead to check on the flight is an easy way to reassure yourself as the arrival time draws closer. Reconfirm the time and flight number again two hours before heading for the airport. You must show up at the airport at least 30 minutes earlier to give yourself more time to arrange for uncertainties, for instance, guests arrive ahead of time.

Guide Equipments. As a tour guide, part of your duty is to make sure you've got all the essential items you will need for your job: ID card, a flag of your company, placard with a tourist's name, etc.

Contact the Driver. Always maintain a good working relationship with the driver. Talk about the itinerary with the driver in advance to ensure he will choose a most timesaving and reasonable route on tour. Inspect the vehicle to make sure it is tidy and clean, especially the public-address system is in excellent working condition. Straighten up seats and get each seat a trash bag. Keep in mind the exact position where the bus is parked, so that guests could embark efficiently.

Dressed properly. Being a greeter, you must be dressed in a manner that will not cause any offence or embarrassment of your guests or any inconvenience when you perform your duties.

Prepared for Flight Delays. Airlines are susceptible to flights delay. Check information about a flight change or delay constantly. Always be ready to cope with flight delays, and your good service and humorous remarks can be able to alleviate the adverse consequences of delays.

Only after all the information is in consistence with the name list you were provided , can you guarantee the group is the right one you are supposed to meet. Then promptly relay the information to the driver so that he can get the coach ready. Wait patiently until all the passengers finish collecting their check-in luggage in the claim area. Time must also be allowed for the guests to use the toilet upon request.

If time permitted, greet everyone with a firm handshake. In the case of a woman guest, it is for her to take the initiative in handshaking. Ask them nicely if they have had a pleasant journey.

At times, it is not likely for you to have a social conversation with each client. Remember to give each one an affirmative nod and eye contact as you say “Hello”.

Gather Guests and Luggage. Assemble the whole group and all the luggage in a proper situation. Once the group is complete, remind the guests to count the luggage again, make sure each passenger has the appropriate luggage, and double-check if it is intact and complete. Assist guests to file a damage claim or missing property report. Claim compensation in case it occurs due to the fault of the airline company. In the event their luggage does not arrive with their flight, assist guests to report it to the Luggage Service Office, and then the airline company will do everything possible to locate your luggage and return it to them promptly. And its agent will contact the guests when the luggage is located.

Before Boarding. When boarding the bus, you should offer special assistance to those passengers with much luggage or those who have difficulties moving around, especially those with disabilities. Get another head count politely and carefully. Then announce departure and instruct your bus driver to get moving.

Deliver a Welcome Speech. If guests don't know each other yet, encourage them to get to know each other as well as get to know you as soon as possible.

As we all know, arriving in a foreign country by air, train or cruises can be considerable confusing. It would be very nice to be met and greeted right at the airport, wharf or on the platform by someone who speaks the same language as you, knows your name and is ready to help you orientate yourself. Therefore, understanding the importance of meeting and greeting services will surely help you to provide the best possible services.

Even for those passengers only requiring meeting and greeting services, still you must be punctual, prompt, patient, smartly dressed, and providing assistance to all the customers in a courteous, consistent, professional, timely and efficient manner.

In a word, poor greeting never ends in a good way, while impressive and receptive services are a successful debut, through which a guide can establish a positive and sustainable relationship with his or her guests.

Notes:

- create v. 创造
favorable adj. 有利的; 赞成的
impression n. 印象
reconfirm v. 再确认
uncertainty n. 不确定
in advance 预先
destination n. 目的地
image n. 形象, 声誉; 印象
confidence n. 信心, 自信
itinerary n. 路线
initial adj. 最初的
reasonable adj. 合理的, 适当的
excellent adj. 优秀的
offence n. 冒犯
embarrassment n. 尴尬
perception n. 洞察力, 感觉
placard n. 接机牌
alleviate v. 减轻, 缓和

Exercises:**1. Read the passage and decide if the following statements are true or false.**

- 1) To be a guide, you should know that it is very important to create a favorable impression and initial touch, which will give you every chance of a successful tour.
- 2) You must show up at the airport at least 2 hours earlier to give yourself more time to arrange for uncertainties, for instance, guests arrive ahead of time.
- 3) You needn't talk about the itinerary with the driver in advance to ensure he will choose a reasonable route.
- 4) You should offer special assistance to those passengers with much luggage or those who have difficulties moving around.
- 5) If guests don't know each other yet, encourage them to get to know each other.

2. Translate the following expressions or sentences.**A.**

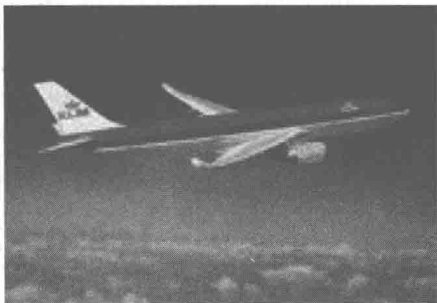
- 1) dressed properly
- 2) deliver a welcome speech
- 3) gathering guests and luggage
- 4) 准时的
- 5) 耐心的

B.

- 1) To be a guide, you should know that it is very important to create a favorable impression and initial touch.
- 2) Reconfirm the time and flight number again two hours before heading for the airport.
- 3) As a tour guide, part of your duty is to make sure you've got all the essential items you will need for your job.
- 4) Always maintain a good working relationship with the driver.
- 5) You must be dressed in a manner that will not cause any offence or embarrassment of your guests.

Culture Perspective**地陪如何做好接站服务?**

接站服务,是指地陪前往机场(车站、码头)迎候旅游者,并将旅游者转移到所下榻饭店过程中所要做的工作。地陪应使旅游团在接站地点得到及时、热情、友好的接待服务,并使其了解在当地参观游览活动的概况。

**1. 旅游团抵达前的服务**

(1) 确认旅游团所乘交通工具的准确抵达时间,以免漏接。接团当天,地陪应提前去旅行社落实或打电话询问旅游团计划有无变更情况。出发前,向机场(车站、码头)问讯处问清所接旅游团所乘班次的准确抵达时间。一般情况下,至少应在飞机抵达预定时间前2小时,火车、轮船抵达预定时间前1小时向问讯处询问。

(2) 与旅行车司机联络。电话通知旅行车司机出发的时间,商定碰面地点。与旅行车司机碰面后,告知活动日程和具体安排。

(3) 提前抵达接站地点。地陪应提前半小时抵达机场(车站、码头),与司机商定车辆停放位置。如已安排行李员,地陪应与行李员取得联络,并向行李员交代旅游团的名称、人数,通知行李运送地点,了解行李抵达饭店的大体时间。

(4) 再次核实班次抵达的准确时间。地陪落实完上述工作后,还须再次向问讯处确认或通过班次抵达显示牌确认班次准确抵达时刻。

(5) 持接站牌迎候旅游团。在旅游团出站前,地陪持接站牌,站在出口处醒目位置,热情迎候旅游团。接小型旅游团或无领队、全陪的散客旅游团时,要在接站牌上写上客人姓名,以便客人能主动与地陪联系。

2. 旅游团抵达后的服务

(1) 认找旅游团。旅游团所乘班次的客人出站时,地陪要设法尽快找到所接旅游团。地陪举接站牌站在明显的位置上,让领队或全陪(或客人)前来联系,同时地陪应根据旅游者的民族特征、衣着、组团社的徽记等做出判断,或主动询问,问清该团领队(或客人)

姓名、人数、国别、团名，一切相符后才能确定是自己所要接待的旅游团。

(2) 核实人数。地陪在找到所要接待的旅游团后，向领队（或客人）做自我介绍，并介绍全陪，及时向领队核实实到人数，如与计划人数不符，则要及时通知旅行社，以便做相应的服务更改。

(3) 集中清点行李，并交接行李。如旅游团是乘坐飞机抵达的，地陪应协助所接待旅游团的旅游者将行李集中到指定位置，提醒他们检查各自的行李物品是否完好无损。与领队、全陪、行李员一起清点并核实行李件数，并填好行李卡（一式两份），与行李员双方签字，一份交予行李员。如在检查过程中发现有行李未到或有破损现象，地陪应协助当事人到机场失物登记处或有关部门办理行李丢失登记和赔偿申报手续。

若所接旅游团乘坐火车抵达，在接到旅游团后，地陪应向全陪或领队索取行李托运单，并将单据交接给行李员，同样需填写行李卡，行李卡上应注明团名、人数、行李件数、所下榻饭店，一式两份，并双方签字。

(4) 集合登车。地陪要提醒旅游者带齐手提行李和随身物品，引导其前往乘车处。旅游者上车时，地陪应站在车门一侧恭候客人上车，并向客人问好，必要时可给予帮助。旅游者上车后，应协助其就座，礼貌地清点人数。等所有人员到齐坐稳后，方可示意司机开车。

Lesson 2 Welcome Speech

➤ Warm up

Read the following questions and discuss with your partner.

- Do you know how to make a welcome speech?
- What information would you like to include in your introduction of your country?

➤ Useful Words and Expressions

welcome speech 欢迎词

surname *n.* 姓

tour leader 旅游团领队

time difference 时差

journey *n.* 旅程，行程

visit *v.* 参观

tour *n.* 旅行，旅游，游历

package tour 包价旅游

sightseeing *n.* 观光

sightseeing trip 观光旅行

travel *n.* 旅行

holiday travel 度假旅行

inbound tour 入境旅游

out-of-season tour 淡季旅游

hike *n.* 远足

transportation *n.* 交通

vacation *n.* 假期

leisure *n.* 休闲

We'll do everything possible to make your visit a pleasant experience. 我们将竭尽全力

使你们一路游览愉快。

If you have any problems or suggestions, please don't hesitate to let us know. 如果你有任何问题或者建议, 请尽管告诉我们。Please do remember the plate number of our

bus. 请务必记住我们的车牌号。

I hope you will enjoy your stay here. 我希望您喜欢住在这儿。

Have a nice trip in Beijing. 祝您在北京玩得愉快。

➡ Tips

- In the tourism industry, there are many occasions to deliver speeches, such as a welcome speech and a farewell speech, etc.
- This kind of speeches can roughly be divided into two types, the formal speeches and informal speeches. The former are made often on occasions sponsored by government organization, while the latter are delivered on occasions involving tourist groups.
- The formal speeches are characterized by normality in language, standardization in tone, official attitude on content, lack of flexibility in style. The informal speeches are the opposite.
- Those who often deliver this kind of speeches, formal or informal, should bear in mind the following points of concerns. The language used should be clear, concise and easily comprehensible; the content should be appropriate and cater to the cultural background of the guests; the style should be vivid, lively and humorous so as to make the occasion enjoyable to both the guests and the hosts.
- A speech usually includes three parts: the salutation(such as “ladies and gentlemen”, “Dear Guests”, “Dear Mr. Smith”, etc.); the content (covers the purpose, subject) and the concluding remarks to show the best wishes (such as “I wish to propose a toast to the friendship of us”, or “Happy and safe journey”).

➡ Dialogue

Dialogue 1

Scene: In the morning, Li Ming and Mr. Deng are at the airport.

L : Good morning, ladies and gentlemen. Welcome to China. Allow me to introduce myself. My name is Li Ming. I'm a guide from the China Travel Service. And this is Mr. Deng, our driver, who has had 10 years of driving experience. We're glad to have all of you here.

D : Good morning, ladies and gentlemen.

L : I'll be with you during your five-day tour in this city and we'll be at your service at any time. We'll do everything possible to make your visit a pleasant experience. If you have any problems or suggestions, please don't hesitate to let us know. The hotel where you stay is the White Swan Hotel. It offers the best services in this city. We shall meet

at the hotel lobby at 7:00 a.m. for our first visit tomorrow. Please do remember the plate number of our bus. The number is 87654321. Thank you. We hope you'll enjoy your stay in this city.

Notes:

introduce v. 介绍

experience n. 经历

suggestion n. 建议

hesitate v. 犹豫

Dialogue 2

In the afternoon, Linda Wu and the driver are at the airport.

Good afternoon, ladies and gentlemen,

You are welcome. Allow me to introduce myself. My name is Linda Wu. Wu is my surname, so you may call me Xiao Wu. And this is Mr. Liu, our driver, who has had 20 years of driving experience. We come from the Guangzhou Travel Service. We are glad to have you here. On behalf of our company and our colleagues, we'd like to extend a warm welcome to you all.

I'll be your local tour guide during your four-day tour in this city and we'll be at your service at any time. We'll do everything possible to make your visit a pleasant experience. If you have any problems or suggestions, please don't hesitate to let us know.

We have reserved two suites and eight twin rooms for you at the hotel. We shall meet at the hotel lobby at 7:30 a.m. for our first visit tomorrow. Please do remember the plate number of our bus. The number is 1234569. Thank you.

We hope you'll enjoy your stay in this city.

Notes:

surname n. 姓

reserve v. 预订

Exercises:**1. Fill in the blanks with the words given.**

minutes
driver

questions

number

stay

introduce

Ladies and gentlemen,

Welcome to ZJJ. Firstly, let me 1) myself. my name is Linda. I will be your tour guide during your 2) in ZJJ. This is Mr. Wu, our 3). Mr. Wu is a responsible and experienced driver, so you are in good hands when riding in his coach.

To avoid getting on a wrong bus, we'd better remember the 4) and the features of our bus. The number is 12345. If you have any special interest, please let me know. My job is to smooth your way, care for your welfare and try my best to answer your 5). We highly

appreciate your understanding and cooperation. Now we're heading for our hotel — The Grand House. It will take us about 40 6) to get there!

2. Role-play in small groups according to the situation below, referring to the above situation.

If you are a guide, can you draft a welcome speech to a group of American tourists on behalf of the travel agency at a reception party in a hotel?

➡ Reading

Tourism

When we think of tourism, we think primarily of people who are visiting a particular place for sightseeing, visiting friends and relatives, taking a vacation, and having a good time. They may spend their leisure time engaging in various sports, sunbathing, talking, singing, taking rides, touring, reading, or simply enjoying the environment. If we consider the subject further, we may include in our definition of tourism people who are participating in a convention, a business conference, or some other kind of business or professional activity, as well as those who are taking a study tour under an expert guide or doing some kind of scientific research or study.

These visitors use all forms of transportation, from hiking in a park to flying in a jet to an exciting city. Whether people travel by one of these means or by car, motor coach, camper, train, taxi, motorbike, or bicycle, they are taking a trip and thus are engaging in tourism.

Tourism is a composite of activities, services, and industries that delivers a travel experience: transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities, etc.

Tourism flourished in a climate of peace and prosperity. If properly planned, organized, managed, tourism can bring understanding, appreciation, prosperity, and a better life for all that are involved. Social and economic trends seem to favor long-term growth in both domestic and international travel demands. Other factors are more long-term leisure, increased disposable income, higher levels of education, and more awareness of other countries. Technological trends are also favorable. Transportation equipment is now more efficient and more comfortable; hotel and motel accommodations have become more perfect, attractive, convenient, and comfortable; and new developments have given much more attention to environmental considerations. Tourism is generally believed to have a positive effect on world peace.

Notes:

tourism *n.* 旅游业

primarily *adv.* 首先; 首要的

particular *adj.* 特殊的

relative *n.* 亲戚

leisure *n.* 休闲

engage *v.* 参与

sunbathe *v.* 沐日光浴