



新编中等职业教育

旅游类专业系列教材

LÜYOU

# 旅行社服务英语

主 编 李启金 赵静洁



重庆大学出版社

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## 内 容 提 要

本书分为3章,共30个单元,每个单元分为听说部分和阅读部分。内容主要包括旅行社服务英语,即旅行社服务的基本工作程序和旅行社工作人员在接待和服务工作中的常用语;旅游景点介绍,即我国具有代表性的旅游景点内容的介绍以及相应的导游技巧;求职面试英语,即面试前的准备工作和面试中的常用语和面试技巧等。

教材内容的选材突出旅游机构一线服务的各个主要环节,坚持“听说领先”的原则,以培养学生的口头交际能力为主旨,适合作为中等职业教育旅游类专业的学生教材,也可作为旅游从业人员的职业培训用书。

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随着现代经济的发展,旅游业已成为全球经济中发展势头最强劲和规模最大的产业之一。在1996—2006年的10年时间里,全世界旅游业保持着良好的发展态势,国际旅游接待人数与国际旅游收入的年均增长率分别为4.6%,6.1%。2006年全球接待国际游客总数达到8.42亿人,同比增长4.5%。全球旅游业的发展达到了一个前所未有的高度。根据世界旅游组织预测,从现在起到2020年,全球国际旅游人数年增长率可望保持在4%的水平,旅游业发展前景将继续展现出良好发展态势。

在中国,旅游业已成为经济发展的支柱性产业之一。自1996年以来中国旅游业的增幅保持在10%左右,高于全球增幅3~5个百分点,在国民经济中占有一席之地。据预测,到2015年,中国旅游业增加值可达2万亿元,约占GDP的4.8%;旅游业约占服务业增加值的11%;旅游直接与间接就业总量将达1亿人左右。根据中国旅游业快速发展的态势,世界旅游组织预测中国将成为世界第一旅游大国的时间,已由2020年提前到2015年。

在全球旅游业快速发展的推动下,在中国旅游业强劲发展势头的带动下,在国家大力发展职业教育的号召下,旅游职业教育的提升与更新亦呼之欲出,尤其在中国旅游业迎来了行业发展的提升期之际,由拥有良好旅游资源的中西部地区的旅游职业学校共同推出的这套系列教材,无疑将对中国旅游职业教育的发展和旅游人才的培养产生深远的意义。

该套教材坚持以就业为导向、以人的全面发展为中心,既注重了内容的实用性和方法的可操作性,又对教学资源进行了立体化开发,使教与学更加灵活,体现了旅游业发展的实际要求,是一套理论与实际相结合的旅游专业教材,也是旅游工作者的重要参考书。

值此套教材出版之际,欣然为之作序。



2008年2月



为了适应我国旅游事业的迅猛发展和旅行社工作人员的实际需要,根据职业教育以“实用为主、应用为目的”的原则,结合旅行社工作的实际,我们编写了《旅行社服务英语》这本教材。

本教材的特点是,以就业为导向,以培养学生职业能力为目的,结合饭店服务工作中的实际,强调其专业性、实用性、趣味性。特别是我们编入了灵活多样的练习,使学生上口快、好掌握,同时教师在授课时也具有相当大的可操作性。

本教材围绕旅行社服务的工作程序,以任务为主线,将英语技能和旅行社服务工作结合在一起,通过大量的练习和操练,努力提高学生听说能力和语言表达应用能力,同时将我国具有代表性的旅游景点资料逐一介绍,帮助学生了解各景点的基本内容和相应的导游技巧。根据学生到饭店实习之前的面试以及毕业时应聘工作的面试需求,我们增加了求职面试这一部分,告诉学生面试前要做哪些准备工作,面试中如何巧妙应答,以及面试后该如何询问面试结果。

全书共分为三大章节:导游服务英语、旅游景点介绍、求职面试英语。每个部分又由几个单元组成,全书共有30个单元。每个单元分为两大部分,听说部分和阅读部分。尤其是在听说部分,以Lead-in为导入,提供与本单元相关的词、词组、句型,再给出本单元中最常见、最有用的重点句子,为之后的听说训练打下基础。在听说训练中,每单元都设计了大量的、多种形式的练习,包括词语联系、看图说话、听力理解、角色扮演练习等。这样就可以促使学生多练习、多实践,以达到在实际工作中能用英语为外国游客提供服务,进行交流的目的。在阅读部分中,也是强调以交际为目的,以Pre-reading导入,充分发挥学生的想象力和创造力,围绕材料的主题进行对话和讨论,帮助学生更好地理解阅读材料。通过认真反复的练习,学生可以进一步巩固所学的知识,循序渐进地提高语言的沟通表达能力。

值得一提的是,参与本教材编写工作的教师,都是在中等旅游职业教育中教

学第一线辛勤耕耘的老师们。他们有着多年丰富的旅游英语教学经验,对教材的编写力求做到专业性、实用性、趣味性、可操作性。通过该书的学习,学生在掌握大量英语知识和技能的同时,又掌握了大量的专业知识,使学生的学与用紧密地结合起来。因此,本书除适合于中等旅游职业技术学校导游服务专业的学生使用之外,也可作为旅行社培训员工的教材。

本书由湖北省旅游学校校长李启金、外语教研室主任赵静洁主编,云南省旅游学校旅游英语教研室主任刘惠波、湖北省旅游学校外语教研室副主任郭学英、四川省旅游学校赵志敏副主编。湖北省旅游学校刘秋玲、云南省旅游学校杨黎老师参编。具体编写分工如下:

第1章旅行社服务英语,由刘秋玲和杨黎编写。第2章旅游景点介绍,由刘惠波编写。第3章求职面试英语,由赵志敏编写。

全书由李启金、赵静洁、刘惠波、郭学英统稿、定稿。

由于编者水平有限,难免有不足和不妥之处,恳请专家和读者批评指正。

编者

2007年11月18日

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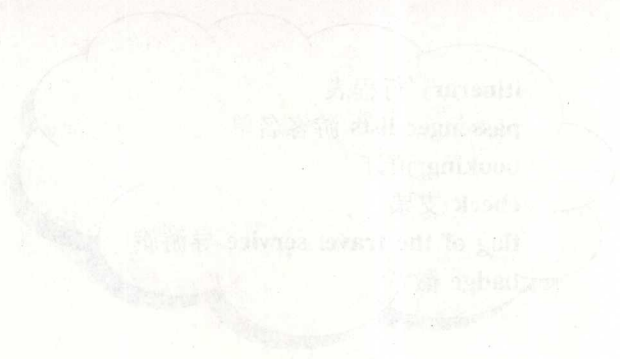


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# Chapter 1

## Guide Service English

### 导游服务英语



## Unit 1 Meeting Guests (迎接客人)



### Section 1 Speaking & Listening

#### Lead-in

**Picture 1:** A tour guide is waiting tourists at the airport, with a flag in hand.

**Picture 2:** A tour guide is offering a friendly greeting to tourists.

**Picture 3:** A tour guide is escorting tourists to their coach.

**A:** These pictures show how a tour guide meets tourists at the airport. Describe his or her job with your own words.

**B:** Discuss what a tour guide needs to prepare before meeting tourists.

**C:** "A good beginning is half done." What do you think it mean in meeting guests?

The following words  
may be used:

itinerary 行程表

passenger lists 游客名单

booking 预订

check 支票

flag of the travel service 导游旗

badge 徽章

#### Part I Key Sentences

1. Excuse me, but are you Mr. Smith from the United States?

请问您就是来自美国的史密斯先生吧?

2. Did you have a pleasant flight?

旅途还顺利吧?

3. Good morning, my name is Wang Ling, I will be accompanying<sup>①</sup> you on your sightseeing<sup>②</sup> trip today.



4. I'm Li Mei, your tour guide. It's nice to have you all with us.

5. Please allow me to introduce you to Mr. Chen, our driver on this trip.

6. May I introduce to you Mr. Zhang, general manager<sup>③</sup> of our hotel?

7. Mr. Smith, I wonder if you would introduce the other members of your group?

8. Could you tell me the names of some of the members of your group?

9. Have you all got your baggage<sup>④</sup>? Good, now let's go to the coach. Please follow me and my flag.

10. Your baggage will be put onto another vehicle<sup>⑤</sup> to be sent to the hotel. Don't worry about it.

别担心,你们的行李会由另一辆车送到酒店。

①accompany: go with, 陪同, 跟随

②sightseeing:going about to see places, etc. 观光,游览

③general manager: 总经理

④baggage/luggage:行李,[U] a piece of ~; two pieces of ~

⑤vehicle: 车辆的总称



**Activity 1** Answer the following questions.

- 1) How do you spot guests that you are supposed to meet at the airport?
- 2) If you want to know more about the members of the group, what would you say to the escort (领队)?
- 3) Introduce yourself to the tourists.

## Part II Listening



### Activity 2 Listen to the tape and complete the following sentences.

#### Dialogue

Tour guide Liu Mei is at the airport to meet Mr. and Mrs. Brown from the United States.

Liu Mei: Excuse me, but are you Mr. Brown from the States?

Mr. Brown: Yes, I am.

Liu Mei: Oh, Mr. Brown, welcome to Wuhan, I am Liu Mei, your local guide from Wuhan Travel Service.

Mr. Brown: Hello, Liu. Thank you for coming to meet us. This is my wife, Nancy.

Liu Mei: Nice to meet you.

Mrs. Brown: Nice to meet you, too.

Liu Mei: (1) \_\_\_\_\_?

Mrs. Brown: Yes, very pleasant.

Liu Mei: (2) \_\_\_\_\_?

Mr. Brown: Yes, everything is here.

Liu Mei: Our car is parked outside. (3) \_\_\_\_\_?

Mr. Brown: Ok. Let's go.

Liu Mei: (4) \_\_\_\_\_?

Mr. Brown: Oh, no, thank you. Nancy and I can manage.



### Activity 3 Listen to the tape again and try to repeat.



### Activity 4 Listen to the following sentences carefully. Then read the four choices and choose the one which is NOT an appropriate response to the sentence you hear.

1. How do you do?

A. How do you do? B. Nice to see you. C. Hello. D. Fine, thank you.

2. Hello, how are you?

- A. Fine.  
C. And how are you?
3. How is everything?  
A. So-so. B. Not too bad. C. Can't complain. D. Very well.
4. That's very kind of you.  
A. Don't mention it.  
C. Never mind.
5. Thank you very much for your help.  
A. Not at all.  
C. It's a pleasure.
6. Do you mind opening the door for me?  
A. Surely not.  
C. That's all right.
7. Sorry, I'm late.  
A. That's OK.  
C. Don't mention it?
8. Good-bye.  
A. The same to you. B. See you.
- B. I am very well.  
D. Just fine.
- B. It was nothing.  
D. You're welcome.
- B. It doesn't matter.  
D. You're welcome.
- B. Not at all.  
D. No, of course not.
- B. Never mind.  
D. Forget it.
- C. Take care. D. So long.

### Part III Speaking



#### Activity 5 Pre-speaking.



图1 归元寺(武汉)

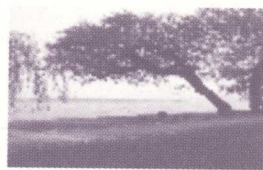


图2 东湖(武汉)

Describe the above pictures. The following words or expressions can be used:

temple(寺庙), plaque(匾), bonze(僧人), lake, willow(柳树), bank, be located

The Gui Yuan Temple is located in Wuhan, Hubei Province.



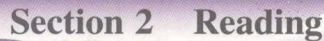


### Activity 6 Role-play.

*Step 1:* Find Mr. Cooker and the tour group.

*Step 3:* Welcome the group to your city and ask the tour members about their trip.

2) You are meeting an independent tourist at the railway station. Try to find out his plans and offer help he may need.



## Part I Pre-reading

1) What subjects do you think are important for a person to study in preparation for the tourism business?

2) What are the language requirements for a tour guide?



hospitality *n.* 好客, 宜人, 盛情  
the Yellow Crane Tower 黄鹤楼  
travel service 旅行社  
journey *n.* 旅行, 旅程  
settle *v.* 安放, 使定居, 安排  
experience *n.* & *v.* 经验, 体验  
competent *adj.* 有能力的, 胜任的  
hesitate *v.* 犹豫, 踌躇, 不愿  
schedule *n.* 时间表  
accommodation *n.* 住处, 膳宿  
procedure *n.* 程序, 手续

Being a tour guide, you will address or deliver a speech to show your hospitality on behalf of the travel agency<sup>①</sup>. A welcoming speech usually includes greetings, an introduction of yourself and the driver, something about the itinerary, your wish to help the guests and your blessings. Here is one.

Welcome to Wuhan. My name is Lin Fang, I come from the Yellow Crane Tower Travel Service,<sup>②</sup> and I will be your guide for the next several days during your stay in our beautiful city.

After the long journey, you must be very tired, so now we are heading to our hotel directly so that you can get settled and have a good rest. It takes about 40 minutes to get to the hotel.

I would like to introduce our driver, Mr. Wang to you. ③ He has about 10 years' driving and working experience in travel industry. So you are in very safe and competent hands. His bus number is HB3234, please remember it. If you have any special interests, please don't hesitate to let us know.

Now, I'd like to give you a brief outline of your schedule for the next few days,

and tell you about your accommodations and the check in procedures.

### Notes:

- ①travel agency: travel service, 旅行社
- ②the Yellow Crane Tower Travel Service: 黄鹤楼旅行社 (黄鹤楼是武汉市旅游景点)
- ③出于对司机师傅的尊重,也便于游客找到自己的旅游车,有必要向游客介绍司机。

## Part III Exercises



### Activity 7 Decide whether the following statements are True or False according to the above reading.

- 1) The tour guide needs to give a welcome speech to make guests feel welcome. ( )
- 2) It's unnecessary for the guide to introduce the driver and the coach. ( )
- 3) The driver has no responsibility to answer guests' questions. ( )
- 4) It is considerate for the tour guide to tell guests their future itinerary. ( )
- 5) Different guides may give different welcoming speeches, but some important information and rules are the same. ( )



### Activity 8 Write a welcoming speech.

Suppose you are a tour guide. A group of tourists are coming from Britain. Try to write a welcoming speech to show your hospitality on behalf of your company.

These steps for you to consider:

Step 1: greetings;

Step 2: introduce yourself and the driver;

Step 3: something about the itinerary;

Step 4: your wish to help guests and your blessings.



### Activity 9 Cloze.

Dear Lily,

Great news! School is 1 and I've successfully 2 my final