

21

世纪旅游管理专业系列教材



新编导游英语

■ 主 编：冯 玮

■ 副主编：黄 艳



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“21 世纪旅游管理专业系列教材”

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总 序

随着世界的和平与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。中国自 1978 年改革开放以来,旅游经历了起步、发展和日趋成熟的几个阶段,尤其是 20 世纪 90 年代以后,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大旅游国。据世界旅游组织的预测,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,对旅游学科理论提出了更加迫切的要求,给旅游研究工作与教育工作的进展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、中等职业教育获得了飞速发展,全国开办有旅游系(专业)的高等院校总数达 200 余所。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了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,又关照技能的培养,体现系统、创新、前瞻、实用的特色。全套教材包括《旅游学概论》、《旅游经济学》、《旅游资源学》、《旅游市场营销学》、《旅游法规》、《旅游文化学》、《旅游心理学》、《实用社交礼仪教程》、《旅游规划原理与实务》、《旅游景区管理》、《饭店管理原理》、《旅行社经营管理》、《导游业务》、《客源地概况》、《旅游企业财务管理》、《旅游管理信息系统》和

《新编旅游英语》、《新编导游英语》、《新编饭店英语》等共十几本教材。

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。

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前 言

中国旅游业的发展日新月异，急需大量优秀的导游翻译人员。为早日实现世界旅游大国到世界旅游强国的飞跃，旅游人才的培养是当前一项重要的任务。为了适应新形势下旅游人才培养以及导游翻译人员的实际需要，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，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翻译导游的工作要点。

第二部分：导游英语会话，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工作场景，具有很强的实用性。

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、词汇、对话等，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，选用难度加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，建议以满足导游实际操作需要为标准，以提高语言交际能力为目标，灵活运用教材，在教学过程中应加强学生操练，使学生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与酒店管理系冯玮担任主编，黄艳担任副主编，李玲参与编写。本书在编写过程中，得到了外语学院吕志鲁教授和尤五力教授的大力支持和帮助。武汉大学出版社的编辑同志在付梓前仔细编审，精心设计，谨此一并表示感谢。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。

编 者

2002 年 10 月

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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, pay attention to characteristics of different nationalities, the logo 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 to 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. to(much) trouble 给某人添了(许多)麻烦, 例如:

I don't like putting you to 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 Gang is at the railway station to meet a tour group from Canada. Mr. Brown is the group's tour escort.)

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

Stranger: No, my name is Wright.

Wang Gang: I'm so sorry.

Stranger: Never mind.

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

Mr. Brown: Yes.

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

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

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

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

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

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

Wang Gang: 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 Gang: Shall we go now?

Mr. Brown: Yes. I think so.

Wang Gang: 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 having fun bargaining while shopping. If you have any special interests, please let us know and we will try our best to accommodate your needs.

You're going to stay at Holiday Inn Tian An Hotel, a luxurious, four-star hotel. Holiday Inn Tian An Hotel is conveniently located in the city's commercial, shopping & entertainment district, it is 27 km from Tian He International Airport, 2 km to Wuhan Harbour, and 5 km to the railway station. Holiday Inn Tian An Hotel with its prime location in the heart of the city is offering accommodation and service of international standards — the perfect place for business travellers and the ideal base from or to your Yangtze River Cruise. Holiday Inn Tian An Hotel has well appointed guest rooms in a contemporary design. Each guest room is equipped with electronic door locks, energy saving device, individ-

ually controlled air conditioning, hairdryer, IDD line, satellite TV, minibar and refrigerator. Non-smoking rooms and rooms for the handicapped are also available.

We will always inform you in advance when we meet to go somewhere and when we will have our meals. It's very important that you always try to be on time. To make sure that we don't have any problems, I'd like to remind you of the time difference. While you are traveling in China, you will always use Beijing Standard Time. Right now it is September 12 and the current time is 3:10 p.m. Please adjust your watches now, so that we can avoid any confusion later on.

If you have any special interests, please don't hesitate to let us know. Our job is to smooth your way, care for your welfare, answer any questions you have and assist you in whatever way we can. We will try to do our very best to make your stay a pleasant one. We really appreciate your understanding and cooperation.

I hope you will enjoy your stay in my city.

▲ Notes

1. license plate 牌照

2. bargain 议价, 讨价还价。

例如: She tried to bargain, but the shop assistant told her that he couldn't reduce the price. 她想还价, 但店员告诉她不能减价。

3. taste local delicacies 品尝地方风味

4. Holiday Inn Tian An Hotel (武汉) 天安假日饭店

5. Tian He International Airport 天河国际机场

6. Wuhan Harbour 武汉港

7. electronic door locks 电子门锁

8. energy saving device 节能装置

9. IDD line 国际长途直拨电话

10. minibar 饮料食品箱, 微型酒吧, 指旅馆房间内放有饮料和食品的小橱。

11. time difference 时差

12. Beijing Standard Time 北京时间