



普通高等教育“十一五”国家级规划教材

# ENGLISH

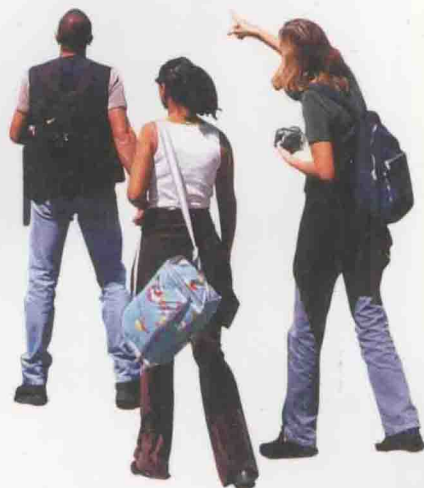
## 英语导游实务教程

朱华 / 编著

### Tour Guide

### A Practical English Course

(第二版)



北京大学出版社  
PEKING UNIVERSITY PRESS

21世纪旅游英语系列教材

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Tour Guide  
A Practical English Course

朱 华 编著

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# 前 言

《英语导游实务教程》(第二版)是教育部“普通高等教育‘十一五’国家级规划教材”,旨在传授英语导游业务知识,熟悉导游服务规范,解决导游带团工作中可能遇到的各种问题,培养导游运用英语带团的实际工作能力,帮助旅游院校学生考取英语导游证,为我国培养一批具有旅游专业知识、通晓一门外语的优秀导游人才。

教程体例新颖,内容翔实,“宽”“专”结合。“宽”是指重视导游基础知识学习,包括中国历史文化、民族风情、宗教信仰、自然科学等普及性知识的学习;“专”是指学习导游专业知识,强化导游人员专业技能和操作能力的训练,如导游服务规范、导游应变能力、旅游景点讲解、导游情景对话等。

根据我国英语导游培养标准和旅行社对导游带团基本能力的要求,教材主要编写内容如下:

- **导游实务。**熟悉导游服务规范,培养导游应变能力。全书有40多个导游应变能力训练题,着重拓展和训练导游带团的实际工作能力。
- **导游文化。**介绍我国多个民族的历史文化,熟悉他们的宗教信仰、民族风情、生活习性等,学习藏文化、彝文化、羌文化、苗文化等少数民族文化。
- **景点讲解。**掌握我国主要旅游省、市、自治区的旅游景点知识,要求学生通过导游模拟训练进行情景对话和景点讲解。
- **讲解方法。**学习导游基本讲解方法,提高学生景点讲解的能力,包括突出重点法、虚实结合法、制造悬念法、画龙点睛法等十余种景点讲解方法。
- **旅游写作。**旨在培养导游“动口”能力的同时,培养导游的“动手”能力,主要有旅游信函、旅游合同协议、导游线路设计、各种旅行表格等。

《英语导游实务教程》适用于高等旅游院校旅游英语、导游英语、旅游英语口语等课程的教学,也适用于高等职业技术学院和旅游职中导游专业的英语教学。根据教学单位反馈意见,借修订之际,笔者对本书教学内容和体例做了修改,以便进一步提高教学质量,为我国培养具有国际视野的高素质英语导游人才,尽快实现我国从旅游大国到旅游强国的战略目标。

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游客受伤或发生骨折, 导游员应做哪些初步处理?

Readings

1. How should a guide treat the tourist who has been stung by a bee or a scorpion?  
游客被蜂、蝎蜇伤后应如何处理?
2. How should a guide treat the tourist who has been bitten by a poisonous snake?  
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Listening

1. What are the possible consequences of a traffic accident on journey? What precautions can be done to minimize its occurrence?  
旅游交通事故会造成什么后果? 如何预防?
2. How should a guide handle a fatal traffic accident?  
发生恶性交通事故后导游员应如何处理?

Readings

On the way to a tourist site, the guide is informed that the site is closed because of a traffic accident. What is the guide expected to do in such a case?  
导游率团前往某景点途中, 突然得知该景点因交通事故而封闭, 导游该怎么办?

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Listening

1. What is a breach of security related to tourism and travel? How should a guide handle the incident?  
什么叫旅游治安事故? 如何处理?
2. In case of a fire accident, what steps should a guide take to safely evacuate the site?  
发生火灾事故后导游员应如何率领游客逃生?

Readings

What should a guide do when the travel is interrupted for unforeseen reasons?  
旅游途中因不可预见的原因致使旅游团队不能继续旅行, 导游员该如何处理?

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Listening

1. If foreign tourists speak ill of the present policies and leaders of China, what should a guide do?  
如果有外国游客攻击我国现行方针政策, 诬蔑我国领导人时, 导游员如何处理?
2. When he finds that some tourists seek for prostitutes or smuggle antiques, what is the guide supposed to do?  
导游发现某些游客嫖娼并走私文物, 应该如何处理?

Readings

When a pious Catholic tourist hands out copies of the *Bible* and other religious souvenirs to the local people, should the guide stop him from doing so? Why?  
一位虔诚信奉天主教的游客向当地群众散发《圣经》和其它宗教纪念品。请问: 导游员是否应该出面制止? 为什么?

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Listening

1. What might be some of the reasons for quitting the tour midway? How does a guide handle this?  
引起游客中途退团的常见原因有哪些? 如何处理?



2. If a foreign tourist must quit the tour midway due to an urgent business at home, how does a guide handle the related fares?  
 外国游客因家中急事要求中途退团,有关费用怎么处理?

Readings

- Can a guide agree when a tourist requests to extend his travel time?  
 游客要求延长旅游期,导游员能否同意?

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Listening

1. How can a guide avoid the complaints?  
 导游人员应怎样避免旅游投诉的发生?
2. How does a guide handle the tourist's complaints?  
 导游员应如何处理游客的投诉?

Readings

- How does a guide make an apology to tourists?  
 导游如何向游客道歉?

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**Unit 22 Sending Tourists Off 送客离站** ..... 185

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Listening

1. What preparations does a guide make before the departure of the group?  
 在送行前,导游员应提前落实哪些事宜?
2. What is the difference between an OK ticket and an OPEN ticket? If a tourist who has an OK ticket does not depart within 72 hours, what procedures does he need to follow?  
 OK票和OPEN票有何区别?持OK票的游客如果停留超过72小时,应该办理什么手续?

Readings

1. When should a local guide take the tour group to arrive at the airport or railway station for departure?

地陪带团到达机场或车站的时间应该是多少?

2. What else should a guide do after the group has departed?

客人离境后,地陪还有哪些后续工作应该处理?

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# Unit 1

## Tour Guide

# 导游员

### PART I ABC for Tour Guides

#### New Words and Expressions

itinerary	/ai'tinərəri, i't-/	n.	线路
sightseeing	/'saitsi:ɪŋ/	n.	观光
collaboration	/kə,læbə'reiʃən/	n.	协作,与……合作
feedback	/'fi:dbæk/	n.	反馈,反应
outbound	/'autbaund/	adj.	开往外地的,开往外国的
assign	/ə'sain/	v.	分配,指派
liaison	/li(:)'eizɑ:n, -zən/	n.	联络
implementation	/,implimen'teɪʃən/	n.	执行

#### Proper Nouns

local guide	地陪	national guide	全陪
tour leader	领队	origin country	客源国家
destination country	目的地国家	local travel agency	地接社

### Listening

**Direction:** Listen to the passages carefully and fill in the blanks with the missing information you have heard from the tapes.

1. What are the main obligations of a guide? 导游员工作的基本内容是什么?
- (1) Arrange the itinerary and (A) \_\_\_\_\_ according to the contract signed between the travel agency and the tourists.
  - (2) Arrange for meals, accommodation, transportation, shopping and (B) \_\_\_\_\_ for tourists, in collaboration with the national guide and tour leader.
  - (3) Provide guiding services for the tourists and introduce the local culture and tourism resources.