

旅游服务实用英语系列

Practical English for Tourism Services

丛书主编 金惠康

导游

服务英语

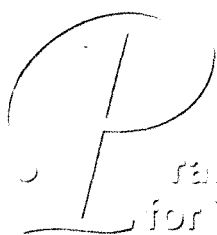
◆金鑫 邱小轻 冯桂芳 编著

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出版前言

自 1999 年我社推出“实用英语书系丛书”以来，一直都很受读者的欢迎，尤其是《酒店实用英语》、《酒楼餐厅英语》、《旅行社英语》等更是连年再版。但随着旅游业的发展，对从业人员的服务水平的要求越来越高，为了满足实际的需要，我们诚邀对旅游服务业有较深了解且有丰富教学经验和实践经验的高校老师编写了这套“旅游服务实用英语系列”，首批推出《酒楼服务英语》、《宾馆服务英语》和《导游服务英语》三本。该系列整体层次比原来的“实用英语书系丛书”有较大的提升，而且考虑到旅游服务中，“酒楼服务人员”、“宾馆服务人员”和“导游服务人员”需要掌握的相关服务英语的程度和难度也不同，因此该系列一改以往丛书均按统一的体例和难度来编写的惯例，根据不同岗位的实际要求来编写。

随着出入境旅游的持续发展和国内外旅游市场的开放，导游的职责分工也经历了很多变化。在 20 世纪 80 年代和 90 年代初期，接待一个入境团队时，一个旅游团有领队、全陪和地陪三位来自不同旅行社的导游人员，而现在通常一个团队最多只有两名导游人员：领队（全陪）和地陪。领队的主要责任在于管理团队，完成与各地旅游产品零售商（景点、景区、餐厅、宾馆、车队、航空公司等交通部门）的业务接洽，执行组团社与旅游产品零售商签订的合同，以及监控零售商提供的旅游产品和服务。地陪的主要责任演变为以讲解为主，同时



协助领队做好团队的管理工作。讲解当地的风光名胜、人文古迹、风土人情等成为地陪工作的重点，地陪的知识水平和讲解能力技巧等越来越多地受到游客的关注，并且成为旅游团满意程度中很重要的一环。目前，随着国内外市场的开放，以及规模较大的旅行社（旅游产品批发商）的实力日益增强，组团社越来越有能力完成各地旅游产品（景点、景区、餐厅、宾馆、车队、票务等）的产品采购工作，并且要求领队不仅充当“联络人”、企业“现场公关”、“团队管理人”、“质量监督员”等角色，还要有能力担任“地陪”的角色，了解团队将要参观的各地的知识，充当讲解员，即领队和地陪由同一人充当。这种导游操作模式在国内日渐流行，被称为“直彩团”。这对导游的素质和知识水平都提出了更高的要求。

《导游服务英语》一书旨在适应当今导游市场的发展，编辑一本可供英语导游参考的、手册式的书籍，不仅描述导游在整个团队活动中充当的角色和担负的职责，而且适应当代旅游市场的日益发展，尤其是商务会展和体育竞赛活动日益增多的市场需要，编辑了导游应该掌握的一些基本知识，例如商务会展知识、大型体育竞赛活动（亚运会和奥运会）概况、中国的历史、名山大川、风光名胜、节日习俗、文化艺术、建筑等等。

本书在编写上采用英文介绍导游的职能，有助于导游在了解专业导游知识的同时，学习相应的英语表达方法，提高英语水平和在实际情境下的语言运用能力。在第三章加入了导游（英语）口语考试中常问的问题，提供了回答范本，有助于导游们了解导游日常带团规范和遇到危机时的具体操作方法，也有助于导游参加相关的考试。

本书分为六个章节，第一章介绍了当代旅游业的发展趋势，游客的特点，导游的职能和称谓；第二章和第三章分别对

领队和地陪的工作做了描述；第四章介绍了奥运会、亚运会与商务会展业；第五章和第六章介绍了中国的风景名胜和人文历史。希望对广大的导游员和有志于从事导游工作的人员有所帮助。

本书第一、四章由冯桂芳编写；第二、三章由金鑫编写；第五、六章由邱小轻编写；全书由金鑫主编、统稿。外籍教师 Dee 和 Dick Howlett 对本书的部分章节作了审校，特为感谢。

编 者



总序：新千年的中国旅游

旅游业是当今世界上最大的服务产业，新千年将是中国旅游业发展的“黄金世纪”，中国将成为新世纪世界上最大的游客接待国。在中国国民经济发展中，旅游业已经成为第三产业的领跑产业，不少地区都在制定旅游发展规划，通过旅游业来促进和带动当地社会经济的发展。中国幅员辽阔，地大物博，历史悠久，既具有丰厚的历史文化积淀，又拥有多姿多彩的自然风光；而且随着现代经济蓬勃发展，各种各样的会展与盛会不断，吸引着愈来愈多的世界游客前来旅游观光，认识与见证这正在崛起的古老东方文明。

新千年，开门红。华夏欣逢四大盛事，带来无限的发展机遇。龙年伊始，中国加入 WTO 成功，与国际接轨，按国际惯例办事成为新的时尚。开放的新世纪给海外客商、中国社会带来无限的商机，给中国旅游业带来无限的海外市场。

好事连台，北京申办第 29 届夏季奥运会成功。2008 年，全新的北京将举办人类有史以来最盛大的奥运盛会。第 29 届奥林匹克运动会的图徽——中国印（China Seal），吸引了全世界的眼球。“活力北京”（Kicking Beijing）体现了古老的北京重新充满了现代活力；“中国印”的承诺再次赢得了世界大家庭的满堂彩（Carrying the house）。“新北京，新奥运”（New Beijing, Great Olympis）将掀起一场宏大的中国文化、旅游、体育大促销的热潮。“一个世界，一个梦想”（One

World, One Dream)。

2010 年上海市将代表中国首次举办世界博览会, 展现上海与世界同步发展的现实与前景。融东西方文化为一炉的“海派文化”(Internationally-oriented culture) 又将带来数以百万计的海外商贾宾朋。“城市, 让生活更美丽”(Better City, Better Life.)。

2004 年夏季广州市申办第 16 届夏季亚运会成功。2010 年, 我们相约广州 (2010 Let's Meet in Guangzhou)。一年两度的“广交会”海内外客商云集。华南商都 (Guangzhou as South China's capital of commerce) 商战 (biz events/activities) 如潮, 科技展览 (science exhibition) 不断, 广州成了购物天堂 (a shopping paradise)。各种各样的会展引来世界各地、各色、各种、各样的商贾游客。她像一块磁石, 把天下的投资者、客商、游客、人才与机遇通通聚在一起。广州是一个非常开放的城市, 在吸引海外客商与游客方面也独具匠心: “您不来, 那是您的错。如果您来了, 不想再来, 那是我的错。” (If you don't come, that's your fault. If you have been here and don't want to come again, that's my fault.) 这充满了人情味的语言使全世界都发出会心的微笑: “这正是新广东的风格。” (This is a new Guangdong all over.)

“东方之珠”(The Oriental Pearl) 香港作为五大国际金融中心之一, 是中国通往世界的重要纽带。东西方文化荟萃于此 (a living fusion of East and West) 使香港成为“世界之都”(The World City)、“动感之都”、“活力之都”(City of Life: Hong Kong is it!)。“粤桂湘琼和闽赣, 香港澳门云贵川”推动了“泛珠三角”区域经济的合作, 旅游当仁不让地成为主要合作项目之一, 建立九省两特区的无障碍旅游区, 使南中国的旅游业成为一体。珠三角与汕头市所推行的 144 小时的旅游护



照免签 (free visa for overseas tourists), 更对来香港的海外游客敞开了欢迎的大门。

现在, 随着越来越多的外国游客和商人来到中国这个古老而充满神奇色彩的东方国家, 旅游、餐饮和饭店服务将成为我国的重要经济产业。旅游、餐饮、饭店涉外服务语言也需要进一步规范化。越来越多的服务业从业人员必将迫切需要一些得心应手且又符合时代精神的英语工具书, 这套“旅游服务实用英语系列” (*Practical English for Tourism Services*) 应时而生。首批包括《导游英语》 (*Practical English for Tourist Guides*)、《饭店服务英语》 (*Practical English for Hotels*) 和《酒楼服务英语》 (*Practical English for Restaurants*)。此套书以通俗易懂的语言向读者介绍有关知识, 同时以中国国情为素材, 力求语言口语化, 贴近生活, 所列举的词汇重点突出, 涉及广泛。并以旅游服务的“六要素”内容为主线, 以当代旅游管理理念为指导, 体现旅游业的最新信息, 普及旅游行业的国际知识与新要求, 追求内容的全面更新换代, 按照国际标准与惯例来提升我们的旅游从业人员, 提高旅游的服务水平。

丛书主编金惠康谨识于南国羊城

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Part I



Modern Tourism Industry

现代旅游业





Unit 1

The Travel and Tourism Industry

旅行与旅游业

I . Introduction 本章介绍

Tourism stimulates enormous investment in infrastructure, offers important sources of employment, provides governments with substantial tax revenues, and improves the living conditions of local people. It is no wonder that there has been rapid development of the travel and tourism industry in developing countries.

II . Reading 阅读文章

The Travel and Tourism Industry

旅行与旅游业

International tourism is the world's largest export earner and an important factor in balance of payments for many nations. Tourism has become one of the world's most important sources of employment. It stimulates enormous investment in infrastructure, most of which also helps to improve the living conditions of local people. It provides governments with substantial tax revenues. Last but not least, it creates a great many tourism jobs and business in

developing countries, helping to bring economic opportunities and keep rural residents from moving to overcrowded cities. ①

The world's top 10 destinations are France, Spain, United States, Italy, China, United Kingdom, Canada, Mexico, Austria and Germany. The World Tourism Organization (世界旅游组织) 2002 figure shows that the international tourist arrivals reached 702.6 million, with the total receipts of US \$ 474 billion, despite the difficulties between 2001 and 2002, owing to the terrorist attacks and the conflict in Iraq. Its Tourism 2020 Vision forecasts that international tourist arrivals are expected to reach over 1.5 billion by the year 2020. ②

The tourism industry has got three levels of trades; the primary, secondary, and tertiary. The primary tourism trades are: transport, travel trade, accommodation and catering, and tourist attractions. The secondary trades are those that benefit directly from the tourist spend, and the tertiary trades are those that benefit indirectly as a result of tourism spend such as credit card companies, wholesalers and manufacturers who supply the tourism trades, and many others whose activities are supportive of the tourism infrastructure.

The tourism trade sectors 旅游行业

There are four primary tourism trade sectors: transport, travel trade, accommodation and catering (饮食住宿服务业), and tourist attractions (旅游景点). They are to a greater or lesser degree interdependent. Transport, accommodation and catering act as the tourism "hardware", and tour operators/agents, tourist attractions and recreation activities fulfill the role of "software", which provides the reason and catalyst for tourism to take place and for the



use of the transport and accommodation.

The transport sector consists of the providers of road, rail, air and sea services. Transport provides the means of getting to the destination, or in some circumstances may be the tourism experience itself: for example, coach touring, cruising, certain long-distance rail journeys in special trains, and touring by private or rental car.

The travel trade consists of two broadly interdependent sectors, tour operators (旅游经营商) and travel agents (旅行社/旅游代理), with a number of integrated sub-sectors such as hotel and theatre booking agencies and representatives, incoming handling agents (接待社), tour guides (导游) and tour managers (领队), airline seat brokers (机票代售点), and incentive travel houses (奖励旅游服务社). The travel trade is the smallest of the primary tourism industry sectors. In Britain and other European originating countries, it is highly concentrated on a limited mass product of outward package holiday travel to a highly concentrated number of mass-market destinations in the sun and sea resorts.

The trade plays only a minor role in the domestic holiday market. The majority share of the tourism in Europe is private car travel (自驾车游), individually organized. It is principally in package tours for a mass market, long-distance travel package tours and specialist areas where the travel trade plays its most significant role. Tour operators and travel agents can play a most important part in promoting and developing special destinations.

The accommodation and catering sector of the tourism industry is an important one, as it is important for people when they are away on holiday or business. The number of people it employs shows the importance of the accommodation and catering sector to tourism.

Of the 1.5 million people working in the tourism industry in Britain, for example, over 1 million are employed in the accommodation and catering sector, making it by far the largest of the four sectors.

Accommodation provision can be broadly divided into three sub-sectors: a) serviced accommodation; b) self-service accommodation; and c) visiting friends and relatives. The catering sector covers restaurants, cafes, fast food establishments, and pubs.

Tourist attractions and business facilities

旅游景点与商务设施

Most people choose their destinations according to the facilities they expect to find there. Any facility or event which attracts visitors to a particular place can be called an attraction or, more specifically, a visitor attraction or tourist attraction. Attractions come in many forms and may be either natural or man-made. The six main categories of attractions: natural features, rides and transport, sports facilities, shopping, entertainment, and artistic and cultural heritage. The competition to attract visitors has increased. Many hotels have come to provide business facilities-hotel special meeting rooms, exhibition areas, etc., while there have been more and more larger conference and exhibition centres.

China's tourism industry 中国旅游业

In China, the number of employees in the tourism industry went up to 5.98 million, according to the 2001 figure. The total number of travel agencies reached 13,361. Among them 1,364 handled international travel, and 11,997 domestic travel. ③