

高职高专十二五规划教材·专业英语系列

上册

# 涉外导游英语

## English for Tour Guides

主编 梁悦 胡爱清



北京师范大学出版集团  
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# 编写说明

## 一、指导思想

本教材以后现代主义教育理论为指导，解构传统的课程学科体系，以涉外导游职业岗位行动领域为逻辑基点，创设学习领域和学习情境；运用建构主义学习理论，设计教学过程、组织教学实施，从而最终达到涉外导游素质的自我养成和涉外导游能力的自主建构之目的。

## 二、主要特点

本教材主要具有以下特点：

### 1. 教学理念的先进性

以后现代主义教育理论为指导，打破传统的学科体系，从典型的工作场景和工作任务出发，组织教学内容；同时运用建构主义学习理论的基本原理，以教学设计和教学资源为手段，创设学习者自主学习环境。同时要求教师或培训人员采用任务教学法，以项目为驱动，组织教学或培训。

### 2. 教学设计的开放性

开放性主要体现在教材内含的教学环节和教学活动的设计等方面。有利于涉外导游从业人员和导游相关专业在校生之思维培养。

### 3. 教学素材的立体化

本立体化教材分上、下两册，由纸质教材、多媒体教学课件、网络教学平台和课程教学资源库四部分组成。

### 4. 教学指向的职业化

本教材教学目标直接指向涉外导游工作岗位要求，从典型工作场景和典型工作内容出发，序化教学内容，从而使教学或培训达到涉外导游职业标准。

本教材由广东省旅游局教育培训中心、广东农工商职业技术学院、广东中旅、广之旅、广东省旅游协会、广东南鹰国际旅行社、广东松山职业技术学院、广东轻工职业技术学院、广州番禺职业技术学院、广州涉外经济职业技术学院、顺德职业技术学院、阳江职业技术学院、中山职业技术学院和南华工商学院等单位合作编写。

## 三、教材内容

教材分三个教学模块（Module 1 涉外导游素质养成，Module 2 涉外旅游接待，Module 3 景点英文解说），25 个教学任务（25 Units）。上册包括模块一和模块二，下册为模块三。



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# 序

应广东农工商职业技术学院梁悦老师之邀，为《涉外导游英语》系列教材写几个字，我本人既荣幸又不安，荣幸之于要作为旅游从业者代表，为未来将要进入旅游行业的莘莘学子给予引导、指点，让他们在学习期间有高水平的、实用的教材帮助他们尽快地进入正确的学习轨道，达到理论与实践的一致性，作为业界代表我深感责任重大。而不安则起于我不知道院校的教材是否跟进时代的变化，是否符合当下旅游业发展和实战的需要，不希望见到学生学习了一大堆的教材而见到游客时不知如何开口，真辜负了在校学习的光阴。万幸的是我见到了该校的全新教材版本，质量和水平可称上乘，学校编写教材的原则和定位非常明晰准确，我尤其欣赏的是选材的实用性强，针对于各种不同场景，不同主题的介绍做了专题指导，学生掌握的知识能帮助他们很快就进入实际的应用需要，我的不安转变为欣慰，我感谢学院在教学上有前瞻性的眼光，更感谢老师们的良苦用心，为培养千万旅游从业者呕心沥血，辛勤耕耘！

2009年12月国务院公布了《关于加快发展旅游业的意见》，引起了全行业高度关注，在国家层面把旅游业放到重要战略位置，明确提出了新时期旅游业在国民经济和社会发展中的新的战略地位和任务要求，这就是“要把旅游业培育成为国民经济战略性支柱产业和人民群众更加满意的现代服务业”，旅游作为一种生活方式，具有对人的全面发展的促进意义。中国已经进入大众旅游时代，在全社会树立健康旅游、文明旅游、绿色旅游的观念，这是经营者、旅游者乃至全社会的共同责任。导游是旅游业重要的一环，导游员既是旅游产业链中的服务环节，也是知识和文明的传播者，更是国际友谊的桥梁，随着旅游走进人们的日常生活，民众对旅游的要求已上升到精神层面，游客除了要在旅游过程中得到欣赏美景、体验刺激，

感受差异性民俗文化，还要通过旅游过程学习知识、提升自我，本教材中增加的“如何介绍防御工事”、“如何介绍野生动物”、“如何介绍主题公园”、如何“介绍绘画书法”等都是紧跟旅游产品变化、贴近时代、贴近实际之作，近几年旅游产品内容越来越丰富、产品涉及面越来越广，对导游人员的知识面要求也越来越高，例如：作为世界遗产的著名的广东开平碉楼不仅仅是民居，既是防御工事也是中西合璧风格的建筑，每一栋碉楼的背后都有着厚重的历史；而增加对于野生动物的介绍更是当今自然环保的主题，引导人们关注环境，关注野生动物的生存状态，共同创建人与自然的和谐旅游环境。

旅游业发展到今天，导游教材的内容从简单的引导介绍，到更加广义的文化和文明传播，书本内容的变化见证着时代的进步，无声的历史通过导游的语言化为有声的传播，教材不再是刻板枯燥的文字，高质量的教育将为未来的旅游从业者搭建阶梯，帮助他们完成从学生到职业人的过渡，顺利达到理想的境界，成为学以致用之人，学校将给社会输送更多高素质高专业技能的人才，相信未来旅游行业的人才培养将朝着健康、良性的方向发展，旅游从业群体的水准将有更大的进步和提升。

是为序也。

广东省导游协会会长

广东旅行社行业协会副秘书长



2010年1月2日



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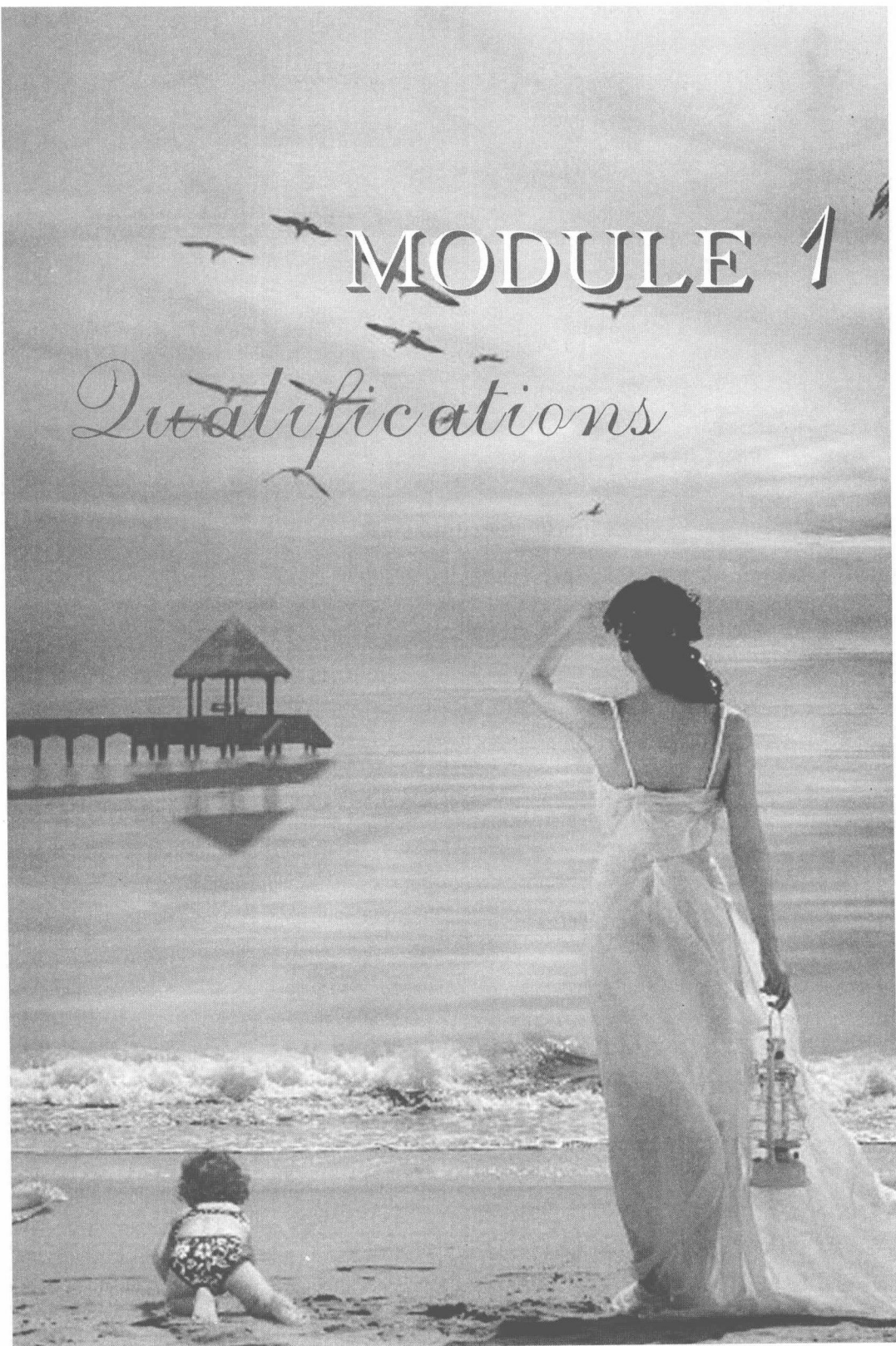
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# MODULE 1

## *Qualifications*







## Unit 1 Work as a tour guide



### Learning Objectives

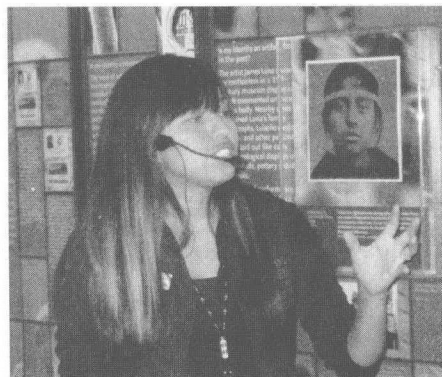
*In this unit , you shall*

- *know what is a tour guide ;*
- *get familiar with the qualifications that a qualified tour guide must possess ;*
- *get to know how to be a tour guide in China.*



### Warm-up Questions

1. What makes a tour guide the soul of modern tourism industry?
2. What qualities do you think a qualified tour guide must possess?



### Task 1 What is a tour guide?

**What is his/her responsibilities?**

### Working as a Tour Guide: An Overview

An escorted tour is one for which the passengers have paid extra money for the convenience of having somebody along who knows a specific geographical area and who is familiar with the many details of group travel. Handling the logistics of a weeklong group tour involves quite a bit of work, but the benefits can be great. Guides meet people from all over the world, serve as cultural ambassadors to their customers and to local residents, and

often act as unofficial spokespersons for the area in which they work. In addition, tour guides act as educators and all-around experts in the history, geography, and culture of the areas they visit.

The tour guide is one who officially accredited by the tourism authority, and assigned by a travel agency, offer guiding, interpretation and other relevant travel service for tourists. The responsibilities of tour guides depend on how they're categorized. According to their working area, tour guides can generally be classified into four kinds—tour manager/escort, national tour guide/interpreter, local guide and scenic-spot guide. In a detailed classification, they are tour manager/escort, national tour guide/interpreter, local tour guide, driver-guide, adventure guide, heritage interpreter, escort interpreter, docent. Local guides accompany tourism in their local region. A national guide/interpreter travels with tourists around his/her country. Diver-guides introduce tourist attractions while driving the tourists to their destinations. They are very popular in some western countries. Adventure guides help explorers complete their excursions. They must be strong, courageous and experienced in activities. Heritage interpreters introduce historical relics and cultural heritage to visitors. They are a kind of scenic-spot guide. An escort interpreter is not only a tour guide, local or national, but also an interpreter who introduces history, culture, tradition and things like that. A docent works in a museum and introduces the display to visitors. A tour manager is also called a tour escort, tour/trip director or a courier. He/She accompanies the tourists throughout the whole trip and is responsible for the success of the tour on behalf of the tour organizer.

All in all, a good tour guide should be able to act as an attendant, publicity agent, investigator and protector while accompanying foreign visitors. So, he/she has to have a perfect mastery of our party's policies and political ideology, foreign language and knowledge. He/She must be honest and upright, free from corruption, prudent, careful in his/her work, diligent and assiduous in his/her working style. In other words, a good guide-interpreter should be



the spirit of the mountains and rivers, an envoy of friendship, a disseminator of culture and civilization, and the publicity agent of the new ideas and morals of the nation.

**I. Discussion:** According to the passage, what is a tour guide?



**II. Read the passage and complete the following forms.**

	Represent which company	Main responsibilities
Local guide		
National guide		
Tour escort		
Scenic-spot guide		

*Necessary Vocabulary:*

tour manager/escort

领队/国际导游员

national guide/guide interpreter

全程导游员/全程翻译/全陪

international receptive tour guide

国际接待导游

international tour guide

国际导游



domestic tour guide	国内导游
overseas travel tour guide	国际导游
local guide	地方导游员/地陪
scenic-spot guide	景点导游员
driver-guide	司机导游员
adventure guide	探险导游员
heritage interpreter	历史遗迹解说员
escort interpreter	陪同解说员
museum guide	博物馆解说员
professional tour guide	职业/专职导游员
non-professional/ amateur/step on tour guide	非职业/兼职/临时导游员



## Task 2 Professionalism for a tour guide

Your professionalism as a tour guide depends on your appearance, your ability to use and understand languages, your manners and social skills and your attitudes toward your work and the tourists you are providing services to. Your appearance is the first thing people will notice and judge when they meet you. People judge your ability, your company even your country by your appearance. Your manners, which means how polite and respectful you are to other people, will communicate a lot about you to others. You

should be courteous and polite to all guests, even if they are difficult to deal with or rude. There is a saying, “You can please some of the people all of the time and all of the people some of the time, but you can’t please all of the people all of the time.” This saying means all people are different and it can affect your attitude about your guests and how you do your job. Your attitude is never secret. People can see it, read it in your face and judge by your actions.

All these qualities determine your professionalism, and they are some of the most important characteristics that will determine your qualifications as a tour guide.

**I . Description: A tour guide should be someone who is:**

- |                      |                |                 |               |
|----------------------|----------------|-----------------|---------------|
| a. articulate        | b. considerate | c. accurate     | d. numerate   |
| e. computer-literate | f. dynamic     | g. enthusiastic | h. optimistic |
| i. energetic         | j. diplomatic  |                 |               |

**Match the qualities above with these following definitions.**

1. \_\_\_\_\_ able to use information technology
2. \_\_\_\_\_ thinking of other people’s feelings
3. \_\_\_\_\_ discreet and tactful in delicate situations
4. \_\_\_\_\_ showing a lot of enthusiasm and energy
5. \_\_\_\_\_ good at figures
6. \_\_\_\_\_ can speak fluently
7. \_\_\_\_\_ precise, pays attention to detail
8. \_\_\_\_\_ confident about the future

**II . Underline the stressed syllable in each word above. What are the stress rules for words ending in-ate and-ic? Read the words aloud.**

**III. According to the passage, decide whether the following statements are true (T) or false (F) and correct the false ones.**

1. \_\_\_\_\_ If your hair needs to be combed or cut, face needs to be shaved, or you are wearing too much make-up, the tourists will see that you do not care of yourself very well, and will wonder how you will be able to take care of them.

2. \_\_\_\_\_ "The last two tour guides have looked like actors from the Beijing Opera." This comment means tourists do not care about the appearance of tour guides.

3. \_\_\_\_\_ Your manners do not have much effect on your company.

4. \_\_\_\_\_ Basic manners include the use of the expressions as "please", "thank you", "Mr.", "Mrs." and "Miss" before guests' last names and asking tourists to do something rather than telling them to.

5. \_\_\_\_\_ An American saying "You can get more co-operation with sugar than you can with salt." means as a tour guide, you should always bring a lot of candies with you while you are guiding a tour to some places.

6. \_\_\_\_\_ A tour guide is a leader of the group. If he is boring and not interesting, there is a good chance that the group will be bored and not interested either.

7. \_\_\_\_\_ If you find you are having trouble controlling a group, the first thing you should pay attention to is your own manners.



*Necessary Vocabulary:*

professionalism	职业特点; 职业作风
manner	举止
attitude	态度
communicate	沟通、交流; 传达
courteous	有礼貌的; 谦逊的
qualification	资格
respectful	恭敬的; 尊重人的; 有礼貌的

**Task 3 How to be a tour guide in China?**

As a healthy Chinese citizen, if you want to work as a tour guide, you have to go through at least three formalities. Firstly, you have to take the Tour Guide Qualification Examination, which is a comprehensive test held once a year (in Guangdong Province, twice a year), nationwide in China for people who want to earn their tour guide qualification or license. The exam consists of two parts: written and spoken. The written exam usually takes place first. The exam usually adopts different forms in different provinces or regions. In Guangdong Province, the written exam is usually a one-day exercise in four subjects: Policies & Regulations, Tour-guide Professional Operations, ABCs of China Tourism and ABCs of Guangdong Tourism. These tests are given in the Chinese language. The oral part is dealt with in the various languages required.

Secondly, if you have passed the Tour Guide Qualification Examination and got the tour guide qualification, you have to register in a tour guide service company, or you have to contract with a travel agency.

Thirdly, with the relevant documents, you have to apply to the provincial tourism administrative department for a tour guide card. You cannot work as a tour guide until you get the tour guide card and receive the accreditation from a travel agency or a tour guide service company.

