



旅游英语专业系列教程

英语领队实务

Practice of Outbound Tour Leaders

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Practice of Outbound Tour Leaders

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前 言

目前,中国已成为全球第四大入境接待国、亚洲最大出境旅游客源国,已有137个国家和地区成为中国公民团队旅游的目的地。国家旅游局数据显示:2008年,中国公民出境旅游人数达到4,584万人次。联合国世界旅游组织秘书长弗朗西斯科·弗朗加利认为,预计到2020年,中国出境旅游总人次将达到令人惊叹的1亿之多。因此培养既懂英语又懂专业知识的复合型人才是时代之需。

出境旅游领队,在我国是一个新兴的就业岗位,是导游这一职业的延伸。随着我国出境旅游的发展,旅游领队正在由一种工作演化为一种固定职业。同时,也对出境旅游领队人员的知识结构、业务素质提出了更高的要求。为了满足出境旅游领队实际工作的需要,我们编撰了《英语领队实务》一书。

本书力图将培养学习者的专业技能、外语沟通能力以及跨文化交际意识结合在一起,内容丰富,可操作性强。为了满足实际工作的需要,本书主要分为四部分。第一部分为出境领队、工作程序及技能,内容包括领队工作的定义、性质、必须具备的资格、工作程序与技能以及常用表格等;第二部分为情境对话,包括在机场、在飞机上、通过海关、与导游配合、在餐厅、在酒店、购物、在医院、在银行等主要场景;第三部分为旅游目的地文化,包括西方的主要礼仪和主要节日;最后的附录部分包括国际旅游常用标志、专业词汇表等内容。

本书的编排另一特色是利于实践教学。首先,每章的开头针对本章的要点,都设有学习目的。每章后的复习题便于学生了解自己对本章知识点的掌握程度。复习题的设计力图贴近旅游工作实践,作为另一种学习方式,利于学生学以致用。

《英语领队实务》不是一本学术性专著,而是一个出境领队的工作指南,主要介绍英语出境领队国外工作方面的经验和技能。本书的编撰者,大多既有在国外长期工作和学习的经历,又拥有丰富的领队实际工作和培训经验,希望对于将要从事和正在从事出境旅游领队工作的人士有所帮助。这也是参与本书的编撰人员的夙愿和动机。

本书全体编撰人员虽已竭尽心力以求尽善尽美,但是由于时间和编者的水平所限,难免有疏漏之处,恳请各位专家学者不吝赐教。

编 者

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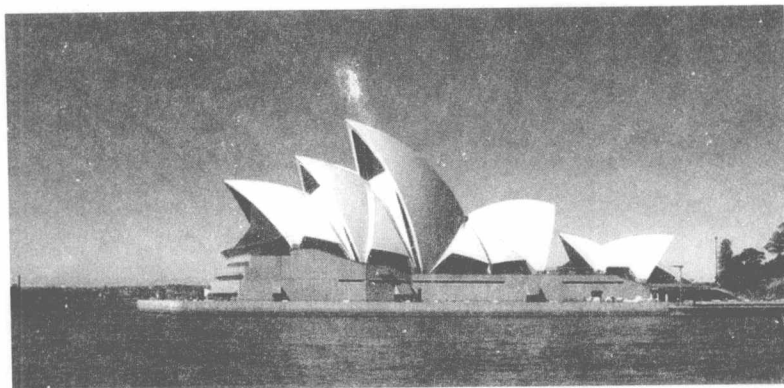
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Part I
Outbound Tour Leader
&
Working Procedures and Skills



Unit 1 Outbound Tour Leader

——Tour Leader, Manager, or Escort?

OBJECTIVES

After studying this unit, you should be able to:

- ◆ master the working definition of tour leader;
- ◆ understand the nature of the work ;
- ◆ know duties of tour leaders ;
- ◆ know the working conditions of a tour leader;
- ◆ remember the vocabulary related to tour leaders.

Working Definition of Tour Leader

Before drawing the detailed discussion of the tour leader in tourism, we need to clarify one important source of confusion. What, if any, are the differences between *tour leader*, *tour escort*, *tour manager*, and *tour conductor* used single terms?

Generally, tour leader/manger/escort/conductor all has the same two meanings. One is that an employee or contractor to a tour operator who accompanies and is in overall charge of a tour; another is that a member of a group taking a tour who is designated as the group's leader and who might have played a key role in bringing the group together for the tour.

However, the term of tour leader varies from country to country. In UK and other European countries, tour manger is more frequently used than tour leader; tour leader and tour escort are popular in American tourism industry; in Asia, people in tourism prefer tour leader than others; we also can find tour conductor or tour director used in some countries.

In China, tour leader is called China Outbound Tour Leader, who is a representative designated by a travel agent to organize and conduct a tour in a foreign country, and

to take care of every detail of logistics for the tour, in some cases under the help of local guides of cooperative organizations.

No matter what a specific term is used and where they work, there are all some points in common. They accompany groups of tourists on holidays abroad. They make sure all the arrangements run smoothly, cope with any problems, and provide geographical, historical and general sightseeing information. In this book, tour leader tends to be used, because it is convenient, practical, and widely understood in the international tourism, especially in China.

Nature of the Work

Tour leaders accompany groups of people on organized trips called “package tours.” Most people who take escorted tours want the security and convenience of having transportation, accommodation, and sightseeing arranged for them. However, not all group tours are the same. In most cases, there are tours for every budget, taste, and age group. Religious tours, cultural tours, reunion tours for veterans, and tours for professional and interest groups are just several examples of outings that require the services of a tour leader.

Tour leaders usually work for tour companies, which are as varied as their clients. Some specialize in certain activities – archaeological digs or mountain climbing, for instance. Others specialize in certain markets such as students or retirees. Tour companies may be long – established, internationally – based, and highly – structured; others may have a few operators at their head office and twenty or thirty escorts out in the field.

Tour leaders give a commentary during the journey. This involves explaining about places of interest, history, local life and culture. It is important to capture listeners’ interest by recounting facts and stories in an interesting and humorous way. Some tour leaders with specialist knowledge lead music, art or ‘battlefield’ tours. Tour administration is an important part of the job. Tour leaders join the party at the start of their journey, welcome them, check their tickets, and explain details of travel arrangements. Tour leaders need excellent communication skills, organizational ability, and financial responsibility. They must be able to respond calmly to such crises as airline strikes and bus breakdowns. Clients expect them to be both their leaders and friends.

In sum, the nature of the work is that they work both for tour companies and tour-

ists, make sure all the arrangements run smoothly, cope with any problems, and provide geographical, historical and general sightseeing information. Eventually, they ensure their clients have a wonderful and interesting experience.

Duties of Tour Leaders

As discussed in the previous section, the duties of tour leader vary depending on the type of tour, but usually include:

- ◆ visiting destinations and suggesting interesting travel routes or places of interest;
- ◆ making arrangements for meals, including any special needs such as vegetarian or health – related diets;
- ◆ checking hotel accommodation;
- ◆ checking and confirming arrangements for visits to attractions, such as museums or events;
- ◆ welcoming groups of holiday makers at their starting point, checking that all members; of the group have arrived and, if not, making investigations through the company;
- ◆ checking tickets and other relevant documents, seat allocations and any special requirements;
- ◆ accompanying groups traveling by coach, although on specialist tours travel may be by mini – bus, car, boat, train, ferry or plane;
- ◆ making sure the party keeps to the itinerary and is on time to catch ferries, and trains or planes;
- ◆ informing passengers of arrival and departure time at each destination on the itinerary (including ensuring that all members of the group are back on the coach before departing from each stop) ;
- ◆ commentating, during the journey, on places of interest along the route;
- ◆ communicating a range of information on itineraries, destinations and culture;
- ◆ providing information on places where the group is stopping for accommodation, meals or sightseeing;
- ◆ responding to questions and offering help with any problems that arise – these can be as simple as directing a member of the group to the nearest chemist or arranging help with luggage, but could also include tracing lost baggage etc;

- ◆ dealing with emergencies such as helping a holidaymaker who is ill or those needing to contact family members urgently;
- ◆ helping with problems such as lost luggage, illness, theft or unsatisfactory accommodation;
- ◆ occasionally making accommodation bookings on proposed dates;
- ◆ re – contacting places to stay or visit ahead of arrival time, to check details and arrangements;
- ◆ liaising with coach drivers, hotels, coach companies, restaurants, local guides and other clients if necessary;
- ◆ helping passengers to transfer from one mode of transport to another, and making sure their luggage is transferred too;
- ◆ promoting and selling optional excursions and trips to clients;
- ◆ making sure clients' holidays are as trouble – free as possible;
- ◆ ensuring that the tour is running smoothly for individual members of the group;
- ◆ writing reports and maintaining records;
- ◆ keeping accounts for money received and paid out;
- ◆ suggesting interesting travel routes or places of interest.

Moreover, tour leaders need to communicate with a range of people including hotel, restaurant, coach, airline and ferry staff, customs and immigration officers, and staff at visitor attractions, in order to collect more information as their employer require.

Working Conditions

The work of a tour leader is extremely demanding. It may involve fifteen to twenty – five consecutive weeks of work without a day off, and it requires lifting heavy luggage and making arrangements to keep even the most persnickety traveler in the group happy.

Tour leaders are responsible for their party from the time the tour begins until it ends. Working hours are long and irregular and environment varies with tours. They work both indoors and outdoors. In some cases the itinerary includes travel by plane, train, ferry or cruise ship, or other form of transport. Most of the work is on coach or minibus tours, which might last from a few days to over a month for each tour. It is possible to work all year round, particularly in mainland Europe and Asia, but most of tour leaders work on a seasonal basis, generally during the summer.

Tour leaders are freelance and independent contractors, and there are the salaries for those working all year round. Many do not. Earnings tend to be lowest for tour leaders working on short tours in the UK, and highest for specialist overseas tours. Part of tour leaders' earnings may be commission – based. They may have an alternative source of income during the winter months. Free board and lodgings during the tour are usually provided. Tour operators may pay for flights to meet and leave tours.

However, in China, nowadays most tour leaders are employees of tour companies, and normally they have other duties in the company. As tour guiding is only part of their jobs, normally tour companies will cover all the expenses except personal costs during the tour.

Vocabulary

accompany	<i>v.</i>	陪伴, 伴随
frequently	<i>ad.</i>	屡次地, 经常地
cooperative	<i>a.</i>	合作的
budget	<i>n.</i>	预算
archaeological	<i>a.</i>	考古的
escort	<i>v. n.</i>	护送, 陪同; 护送者
commentary	<i>n.</i>	现场解说
involve	<i>v.</i>	涉及, 包含
specialist	<i>a.</i>	专家, 专业工作者
commentate	<i>v.</i>	作现场解说
liaise	<i>v.</i>	(与某人) 联络, 联系
optional	<i>a.</i>	可选择的, 选修的
excursion	<i>n.</i>	远足, 短途旅行
ensure	<i>v.</i>	保证, 确保
consecutive	<i>a.</i>	连续不断的
persnickety	<i>a.</i>	爱挑剔的, 吹毛求疵的
commission	<i>n.</i>	佣金
alternative	<i>a.</i>	可供替代的
maintain	<i>v.</i>	维持, 保持

Exercises

I. Decide whether the following statements are true (T) or false (F).

- () 1. In most countries, tour leader is called tour escort.
- () 2. Most people like to choose escorted tours for the security and convenience of having transportation, accommodation, and sightseeing arranged for them.
- () 3. The nature of the work is that they work only for tour companies.
- () 4. Working hours of tour leader are long and irregular and environment varies with tours.
- () 5. In China, nowadays most tour leaders are employees of tour companies.
- () 6. Clients always expect them to be their both leaders and friends.
- () 7. One of tour leader's duties is to make sure the party keeps to the itinerary and is on time to catch ferries, trains or planes.
- () 8. Tour leaders are responsible for their party from the time the tour begins until it ends.
- () 9. In China tour guiding is only part of the jobs, so tour companies cover all the expenses the tour leaders expend during the tour.
- () 10. In most cases, the members of a group are nearly the same in terms of budget, taste, and age.

II. Give a short answer to the following questions.

- 1. What, if any, are the differences between tour leader, tour escort, tour manager, and tour conductor used a single terms?
- 2. Should a tour leader play a key role in bringing the group together for the tour?
- 3. Who is a representative designated by a travel agent in China to organize and conduct a tour in a foreign country?
- 4. Are there tours for every budget, taste, and age group in most cases?
- 5. Should a tour leader give a commentary during the journey if there isn't a local guide available in the destination?
- 6. Is it important to capture listeners' interest by recounting facts and stories in an interesting and humorous way?
- 7. Do the duties of tour leader vary depending on the type of tour?
- 8. Are most tour leaders freelance and independent contractors in China?
- 9. Can a member of a group designated as the group's leader in other countries?
- 10. Should a tour leader ensure their clients have a wonderful and interesting experience?

rience?

III. Match the following two groups of words and phrases.

- | | |
|---------------------------|-------------|
| 1. designated | a. 后勤 |
| 2. play a key role | b. 发挥重要作用 |
| 3. logistics | c. 指定的, 派定的 |
| 4. in charge of | d. 处理 |
| 5. package tour | e. 代表 |
| 6. capture one's interest | f. 主管, 负责 |
| 7. administration | g. 住宿 |
| 8. accommodation | h. 吸引某人的兴趣 |
| 9. representative | i. 包价旅游 |
| 10. cope with | j. 管理 |

IV. Complete the following sentences by translating the Chinese provided in the brackets into English.

1. A tour leader must be able to _____ (做出冷静地反应) to such crises as airline strikes and bus breakdowns.

2. However, in China, nowadays most tour leaders are _____ (旅游公司的雇员), and normally they have other duties in the company.

3. Moreover, tour leaders need to _____ (与一系列的人进行交流) including hotel, restaurant, coach, airline and ferry staff, customs and immigration officers, and staff at visitor attractions, in order to collect more information as their employer require.

4. Tour leaders _____ (做现场讲解) during the journey. This involves explaining about places of interest, history, local life and culture.

5. The work of a tour leader is _____ (极其辛苦). It may involve fifteen to twenty-five consecutive weeks of work without a day off, and it requires lifting heavy luggage and making arrangements to keep even the most persnickety traveler in the group happy.

6. Working hours are long and irregular and environment _____ (随团变化).

7. In sum, the nature of the work is that they work both for tour companies and tourists, make sure all the arrangements run smoothly, _____ (处理各种问题), and provide geographical, historical and general sightseeing information.

8. Tour leaders are freelance and independent contractors, and there are the sala-