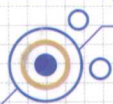




国家级示范性高等院校精品规划教材

# 导游英语实用教程

Daoyou  
Yingyu Shiyong Jiaocheng



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# 前 言

随着中国旅游业国际化程度的加强，对于外语导游人才的需求量越来越大，要求也越来越高。尤其是英语导游人才，将在国际化旅游业舞台上发挥举足轻重的作用。面对这样的形势，培养具备扎实语言功底的导游人才任务十分迫切。本书正是针对这一国际旅游市场需求，为培养相应合格导游人才而精心编写的一本导游英语教材。

众所周知，导游是一项实践性极强的工作，不可忽视的是，导游工作同时需要丰富的知识铺垫。本教材三个部分的编排，充分考虑到了这两个特点。

第一部分，导游服务程序。这部分的实践性最强，因而 10 个单元完全是按照导游带团的流程进行安排的，主要以对话为主。学生既可以掌握导游工作服务环节，又可熟悉相关专业术语和词汇。

第二部分，中国文化。导游讲解中，大部分内容都会贯穿中国文化。中国文化源远流长，内容丰富，是导游讲解的话题。本部分精选了导游在带团过程中游客最感兴趣的 8 个话题，以课文的形式出现，让学生可以更加全面地了解每个话题中涉及的中国文化。

第三部分，中国旅游资源。中国地大物博，旅游资源丰富。本部分精选了旅游资源的 8 大类别，进行分门别类的介绍，既有助于学生了解祖国的各类旅游资源，也有助于他们积累同类别旅游资源讲解的素材。

此外，本书每单元后面都编写了练习题，有助于学生巩固知识，提升语言应用能力。

本书由武汉职业技术学院旅游与航空服务学院刘丽莉担任主编，天津商业大学宝德学院李彬彬、湖北省旅游学校蒋红、云南思茅师范高等专科学校邓芳、长江职业学院居婷担任副主编。其中刘丽莉负责编写 PART I 第 6~10 单元，李彬彬负责编写 PART II，邓芳负责编写 PART III 第 1~4 单元，蒋红负责编写 PART III 第 5~8 单元，宁夏大学的许丽君编写 PART I 第 1~2 单元，湖南城市学院的昌晶亮负责编写 PART I 第 3~5 单元。另外，天津大学出版社的郭婷编辑在本书出版前仔细编审、精心设计，谨此一并表示感谢。

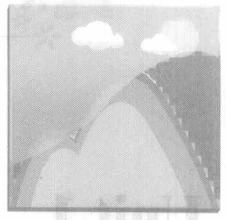
由于时间和水平有限，本书难免存在不足之处，恳请学生提出宝贵意见。

编 者

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答 案



# Meeting the Guests

## General Introduction



One of the main responsibilities for a tour guide is meeting the tourists at the airport or railway station. The guests can be a tour group or several independent travelers. Meeting the tourists is quite an important thing both for a tour guide and for a tour group, just as the saying goes, "A good beginning makes a good ending."

First and foremost, do remember to read the tour program carefully before you go to meet the guests. You'd better make sure you are familiar with the characteristics of your guests, including their nationalities, ages, professions, religions, hobbies, their arrival and departure time, and so on. Secondly, you must arrive at the airport or railway station punctually and greet them politely and warmly. Besides, this is the first time for you to cooperate with a tour guide or the escort, so try to communicate with him or her frequently and show your great understanding and respect for him or her. Thirdly, the tour guide is required to make a welcome speech to the tourists since it is the first time to meet them. You should try to adjust well to your country's customs and try your best to help them adjust well to your country's customs.

# Part I Service Procedure

## Dialogues



### Dialogue 1: Meeting the Tour Group

A: Local Guide B: Tour Leader

A: Excuse me, but are you Ms. Jane Gilbert from America?  
 B: Yes, I am.  
 A: Very glad to meet you, Ms. Gilbert. I'm the guide from the China Youth Travel Service.  
 B: Glad to meet you, Helen. It's very kind of you to come to meet us.  
 A: It's my pleasure. How was your trip, Ms. Gilbert?  
 B: It was quite a long flight, you know. It's almost 18 hours, with only a touchdown in Shanghai.

# Unit 1 Meeting the Guests



## General Introduction

One of the main responsibilities for a tour guide is meeting the tourists at the airport or railway station. The guests can be a tour group or several independent travelers. Meeting the tourists is quite an important thing both for a tour guide and for a tour group, just as the saying goes, "A good beginning makes a good ending."

First and foremost, do remember to read the tour program carefully before you go to meet the guests. You'd better make sure you are familiar with the characteristics of your guests, including their nationalities, ages, professions, religions, hobbies, their arrival and departure time, and so on. Secondly, you must arrive at the airport or railway station punctually and greet them politely and warmly. Besides, this is the first time for you to cooperate with the national guide or the escort, so try to communicate with him or her frequently and show your great understanding and respect for him or her. Thirdly, the tour guide is required to make a welcome speech to the tourists since it is the first time to meet with them. What is more, you need to express your wishes to serve them sincerely and try your best to help them adjust well in your country.



## Dialogues

### Dialogue 1: Meeting the Tour Group

**A: Local Guide    B: Tour Leader**

*At the airport. Helen, a local tour guide, is receiving a tour group from America. There comes the tour leader, Ms. Jane Gilbert.*

**A:** Excuse me, but are you Ms. Jane Gilbert from America?

**B:** Yes, I am.

**A:** Very glad to meet you, Ms. Gilbert. I'm the guide from the China Youth Travel Service, Ningxia Branch. My name is Helen.

**B:** Glad to meet you, Helen. It's very kind of you to come to meet us.

**A:** It's my pleasure. How was your trip, Ms. Gilbert?

**B:** It was quite a long flight, you know. It's almost 18 hours, with only a touchdown in Shanghai.



- A:** Not too bad, I hope. And we've made reservations for your party at the International Hotel. We shall get you there to rest as soon as possible.
- B:** Thank you very much.
- A:** Ms. Gilbert, is everyone in the tour group here?
- B:** All except Mr. Smith and his wife. They were not able to fly to Shanghai to join our group today, but they are coming tomorrow morning.
- A:** I see. We'll have to meet them tomorrow.
- B:** Okay. Is that going to cause any trouble in the visa arrangements?
- A:** Yes, I'm afraid so. You have a group visa, right? Now that two persons have failed to show up today, their names will be removed from the name list for the group visa. When they come tomorrow, they will have to apply for separate visas.
- B:** That's a hell of a lot of trouble.
- A:** Don't worry about it. All they have to do is to fill out a visa application, and it will be granted in no time.
- B:** That's great. Sorry to cause you so much trouble.
- A:** It's no trouble at all.

### Notes

1. China Youth Travel Service 中国青年旅行社, 简称 CYTS
2. touchdown *n.* 经停, 短暂停留某地
3. group visa 团队签证
4. separate visa 单独签证或者分离签证
5. That's a hell of a lot of trouble. 真是够麻烦的(口语中经常使用)。

## Dialogue 2: Meeting the Individual Traveler

**A: Local Guide B: Individual Traveler**

*At the airport. Helen, a local tour guide, is waiting for an individual traveler, Mr. Robert. There comes an American. Helen approaches him.*

- A:** Excuse me, but are you Mr. Robert from America?
- B:** Yes. Are you Helen from China Travel Service Ningxia Branch?
- A:** Yes, Mr. Robert. I'll be in charge of your stay here. Welcome to Ningxia!
- B:** Thank you!
- A:** Would you come this way, please? The coach is waiting outside.
- B:** Okay!
- A:** Did you enjoy your flight, Mr. Robert?
- B:** Yes, it was a very good service. I managed to sleep part of the way, but I feel a bit tired after a 13-hour flight.
- A:** Not too tired I hope. And we must get you to the hotel as soon as possible.



- B:** That sounds good. By the way, what time is it now? I'm not used to the time difference here.
- A:** It's ten to five p.m. now. Time is the same throughout the whole of China. Beijing Standard Time is 16 hours ahead of West Coast Time in the United States or 13 hours ahead of Eastern Standard Time.
- B:** Oh, I see. Thank you for the information.
- A:** My great pleasure. I think you'd better take a good rest first. Some guests even have jet lag for a few days.
- B:** That's very considerate of you. But would you please wake me up at 7 o'clock Beijing Time tomorrow morning?
- A:** Sure, Mr. Robert. That's exactly my duty. I hope to see you refreshed and revitalized tomorrow morning, as we are going to visit the Sand lake Scenic Spot.
- B:** I'm sure I will. Actually, I'm looking forward to seeing the beautiful resort.

### Notes

1. individual traveler 散客
2. travel service 旅行社  
例如, CTS 是中国旅行社的缩写, CITS 是中国国际旅行社的缩写。但是现在多把旅行社译为 travel agency, 或者 travel firm.
3. time difference 时差
4. Beijing Standard Time 北京时间
5. jet lag 飞机时差综合症

### Reading

#### The Tourist and Tourist Activities

To understand why some people are called tourists, we must first know something about the activity known as "tourism". In 1982, the Tourism Society suggested this: "Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposes, as well as day visits and excursions". Later, in 1993, the World Tourism Organization offered this definition, "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes."

Therefore, we can describe a tourist as someone who travel for the primary purpose of:

- 1) business (e.g. consultations, conventions and inspections);
- 2) other personal business (e.g. shopping, legal appointments or medical and educational study);
- 3) visiting friends or relatives (e.g. primary activities might include socializing, dining out or



home entertainment); and

4) pleasure (e.g. sport, recreation, sightseeing, and dining out).

Other travelers, including commuters, crews of airlines and ships (who do not stop over and visit another community), migrants, temporary workers, military personnel, refugees and students traveling between home and their places of education, are not regarded as tourists, because their travel is very short, usually does not involve the use of tourism services and is not affected by tourism promotions.

A tourist may demand one or more activities in the destination area. Below is a classification of the main types of activities:

1) Communing with Nature: visiting open areas, such as parks and commons, rambling, walking, etc.;

2) Historical Heritage: visiting castles, ancient monuments, religious sites, galleries, such as a motor tour of Italy visiting the art treasures and museums;

3) Attractions: visiting zoos, theme parks, safari parks, waxworks, etc.;

4) Sports Activities: taking part in or watching various forms of indoor, outdoor and water sports, such as bowling, fishing, sailing, golf, shooting, swimming, surfboarding, motor racing, football, cricket, etc.;

5) Entertainment: other than sport, this may include visits to the cinema or theater, bars, concerts, discos, restaurants, even a day tour to London for the Notting Hill Carnival, etc.;

6) Relaxation: sunbathing, resting, etc.;

7) Health: taking healthcare treatment, sauna, massage, therapy, etc.;

8) Shopping: browsing, souvenir or antique hunting, special-purpose trips, such as a weekend to Paris, for new outfits, gifts, new high-cost equipment, etc.;

9) Business Activities: meetings, conferences, exhibitions, for instance, the Milan Trade Fair attracts so many buyers from around the world who are interested in Italian goods, etc..

There are tourists who wish for greater freedom when travelling abroad. They travel alone. Such tourists can be called independent travellers. Also, a tourist can choose to take part in a tour group which is arranged by a travel agency.



## Words and Expressions

departure *n.* 离开, 起程

profess *v.* 具有……信仰; 公开表明 (个人感情或信仰)

religion *n.* 宗教; 宗教信仰

reservation *n.* 预订

short-term *adj.* 短期的

consultation *n.* 咨询

inspection *n.* 视察

legal appointment 法律事务预约

socialize v. 参加社交活动

recreation n. 消遣, 娱乐, 游戏

commuter n. 经常往返者, 通勤者

refugee n. 难民

common n. 公共场地(绿地)

ramble v. 漫步

monuments n. 遗迹, 遗址; 纪念碑

religious adj. 宗教的

safari park 野生动物园

waxworks n. 蜡像馆

cricket n. 板球

massage n. 按摩; 推拿

therapy n. 治疗

browse v. 闲逛

souvenir n. 纪念品

## Exercises

### I. Questions

1. Suppose you are a tour guide in China, what kind of advice would you like to give to your tour guests if they suffered jet lag?
2. Suppose you are a foreign tourist in China, which kind of tour guide do you hope to get with during your trip? Why?
3. Do you prefer to travel alone or take part in a tour group? Why?
4. What are your favorite tourist activities? Show the reason please.
5. What are the preparations for a tour guide when he / she is going to receive a tour group at the airport?

### II. Special Terms

#### a. Translate the following into English.

- |         |          |
|---------|----------|
| ① 旅行签证  | ② 入境签证   |
| ③ 短途旅行  | ④ 一日游    |
| ⑤ 野生动物园 | ⑥ 世界旅游组织 |
| ⑦ 探亲访友  | ⑧ 自然遗址   |
| ⑨ 电子客票  | ⑩ 医疗保健   |



**b. Translate the following into Chinese.**

- |                    |                       |
|--------------------|-----------------------|
| ① business visa    | ② visit visa          |
| ③ transit visa     | ④ the Tourist Society |
| ⑤ crew of airlines | ⑥ historical heritage |
| ⑦ foot massage     | ⑧ time difference     |
| ⑨ trade fair       | ⑩ tour group          |

**III. Translate the following sentences into English.**

- 我是旅行社的导游，我会尽快把你们送到宾馆去休息的。
- 一路上辛苦了吧？航程时间够长的。
- 桑拿和按摩可以帮助您消除疲劳并调整身体的生物钟。
- 请问从这里到北京的确切飞行时间是多少？  
——让我想想。大约 14 个小时，是当地时间 11 点 20 分。
- 您参加过米兰的商品交易会吗？  
——当然。我对米兰的时装很感兴趣。

**IV. Fill in the blanks of the dialogue.**

- A:** Helen, I want to travel abroad to enjoy my \_\_\_\_\_ (带薪假期).
- B:** Sounds very good!
- A:** Are there any preparations I have to make?
- B:** Yes, I think so. You should apply for a \_\_\_\_\_ (护照和签证) first.
- A:** \_\_\_\_\_ (真是够麻烦的).
- B:** It is easier for you to finish the formalities for applications if you're going to have a \_\_\_\_\_ (团队包价旅游) organized by some \_\_\_\_\_ (旅行社).
- A:** So it is. Must I carry large amount of cash?
- B:** No, you needn't. You can go to the bank and get some \_\_\_\_\_ (旅行支票), and that's much safer than paper money. By the way, where are you going to visit?
- A:** I've no idea at all. I want to visit \_\_\_\_\_ (巴厘岛) in Indonesia to enjoy \_\_\_\_\_ (SPA 水疗按摩) the day before yesterday. And to go to Sistine Chapel (西斯廷教堂) to feel the \_\_\_\_\_ (宗教文化) in Vatican (梵蒂冈) yesterday. But today, I want to travel to China suddenly. I heard there are lots of \_\_\_\_\_ (历史遗迹) in Beijing. You know, I'm so interested in Chinese culture.
- B:** That's it! It's worth travelling there. It is said that \_\_\_\_\_ (长城), \_\_\_\_\_ (故宫) and the Tian'anmen Square are \_\_\_\_\_ (必游项目) for any foreign tourists in Beijing.
- A:** I sure I will. Er, ... are there any delicious food in Beijing?
- B:** Of course! You'd better to taste \_\_\_\_\_ (北京烤鸭) in person. During the period

of Beijing Olympic Games, almost every foreign athlete likes to enjoy it very much!

**A:** I can't wait to taste it! However, I worry about the \_\_\_\_\_ (时差) a little bit.

**B:** Not at all. You'll relieve \_\_\_\_\_ (时差综合症) and recover soon with the considerate Chinese tour guide!

**A:** Maybe I'll be refreshed and revitalized the next morning, hahaha...

**B:** One more thing, do remember to take your camera and \_\_\_\_\_ (摄像机) as well when you leave. Then you can share your fantastic travel with me when you come back!

**A:** Sure! Thank you very much!

**B:** It's my great pleasure.

## **V. Role Play**

### **Situation 1**

Suppose you are a local tour guide. The national tour guide told you that one of the tour guests was lost when you met the tour group at the airport. No doubt you need to deal with the problem properly.

### **Situation 2**

Travel independently does not mean a travel agency would not be used. Suppose you are an independent traveler, but you hope to book flights and accommodation and be met at the airport through a travel agency. You are telephoning a travel agency.



## Unit 2 On the Way to the Hotel



### General Introduction

An experienced tour guide will make good use of the time when on the way to the hotel.

Firstly, he should give an introduction to himself and his team, including the coach driver and a trainee tour guide sometimes if necessary. He should let all the tourists know that the guide team will do everything possible to serve and help them to make their visit a pleasant one.

Secondly, he'd better give some information about the hotel, including the star-rate, the location, the facilities and services of the hotel.

Thirdly, maybe some tourists are so interested in the itineraries. So, the tour guide had better introduce some special tourist attractions and local food to the tourists. An excellent tour guide can stimulate tourist's interest properly.

In addition, a tour guide should prepare for answering all kind of curious questions raised by tourists on the way to the hotel.



### Dialogues

#### Dialogue 1: Welcome Speech

**A: Local Guide B: Tourist C: Tour Leader**

*The local guide is with the tourists on the coach. She is making the welcome speech and answering some questions from the tourists.*

**A:** Good afternoon, ladies and gentlemen. Welcome to Ningxia Hui Autonomous Region! Please sit back and relax.

**B:** Sorry to disturb you, but where's my luggage?

**A:** Your entire luggage will be sent to the hotel by another coach, so you don't have to worry about it.

**B:** Sounds good. Thank you!

**A:** Let me introduce my team first. Mr. Wang is our driver. He has 20 years of driving under his belt, so you're in very safe hands. As you'll be staying here for three days, you'd better do remember our bus number. That is A1220. My name is Helen, your local tour guide from China Travel Service, Ningxia Branch. On behalf of CTS Ningxia and my

colleagues, I'd like to extend a warm welcome to you!

**C:** Thank you very much!

**A:** During your stay in Ningxia, Mr. Wang and I will be in charge of your stay here. We'll do everything possible to make your visit a pleasant experience. If you have any problems or requests, please don't hesitate to let us know.

**B:** Then, can you tell us the local time?

**A:** Of course! The time difference between your city and Yinchuan is 16 hours. Please reset your watches to Beijing Standard Time, which is twenty past 5 p.m..

**C:** How about our hotel?

**A:** You are going to stay at International Hotel, a luxurious, four-star hotel which is situated in the Beijing Road that can be easily accessible by all modes of transport. It captures the beautiful scenery of the city. All 230 luxe rooms and suites are tastefully decorated and fully equipped. The restaurants and bars serve the finest of Chinese and Western cuisines, as well as local delicacies. Also, you can enjoy the full range of recreational facilities including indoor swimming pool, mini golf course, tennis court and karaoke disco to relax your body and soul.

**B:** Marvelous! Besides, can you tell us something about our itinerary?

**A:** Of course, sir! But we'll talk about it later when you are refreshed again, right?

**B:** (smiling) Okay!

**C:** Is there anything we should pay attention to?

**A:** Yes. There is one thing I must warn you. You must not drink any tap water in the hotel because unboiled water might make you ill. I hope you will enjoy your stay here.

**C:** (smiling) We'll put ourselves in your hand.

### Notes

1. under one's belt (俚语) 装进肚子里 (学问、知识等), 这里指有一定经验。
2. in very safe hands 很安全
3. be easily accessible by all modes of transport 交通四通八达
4. tap water 自来水
5. We'll put ourselves in your hand. 我们一切都听您的安排啦!

## Dialogue 2: On the Way to the Hotel

**A: Robert, a tourist   B: Terry, a tourist   C: Helen, a local tour guide**

*On the way to the hotel, all the guests are so surprised and attracted by what they saw. They ask the local tour guide so many questions... The atmosphere of the coach is extremely active.*

**A:** Helen, would you please introduce some information about Ningxia?

**C:** It's my great pleasure. Ningxia is situated in the northwest of China, in the middle of the upper reaches of the Yellow River. It is the only provincial level Hui autonomous region



in China. The total population is 5.6 million in which the population of the Hui ethnic group takes up over one third of the total population and is also about one sixth of the Hui population in China. Yinchuan, the capital city of Ningxia, is known as the “Phoenix City”. The centuries-old history left behind Ningxia with abundant ancient cultural relics and historic and natural key scenery of interests, such as the Western Xia Mausoleum, Chengtiansi Pagoda, Sandlake Scenic Spot, Shapotou Resort, Suyukou State Forest Park, and so on.

- A:** Which scenic spots shall we go to?
- C:** The main interests include Sandlake Scenic Spot, Shapotou Resort, the Gao Temple and the Western Xia Mausoleum. Besides, we'll enjoy the Helan Mountain Rock Carve Pictures, 50 kilometers from Yinchuan City.
- A:** Shall we go to Zhengbeipu Western Film City? I've heard lots of movies were made there, and “Chinese movies march towards the world from here”!
- C:** Oh, of course. We'll visit there on the way to the Western Xia Mausoleum. It sounds you have really known something, Robert (smiling). It reserves the original scene for each film that shoots here, including *Red Sorghum*, *The Legend of Monkey King*, *Yellow River Hearsay*, and so on.
- A:** Are there any taboos about Hui People?
- C:** Yes. Hui People's chief abstinence on diet is pork, dog, the blood of an animal that dies itself. Besides, Hui People are banned from drinking and smoking.
- B:** Can you describe some local delicious food?
- C:** Sure. There are so many flavors here. The typical food are Hand Grabbing Mutton, Mutton Chip Noodles, Sanzi, Oil Fragrant, Stired Hube, etc.. They are all worth a try!
- B:** Can we taste the famous Ningxia Laomao Hand Grabbing Mutton?
- C:** Certainly!
- A:** I can't wait to taste it!  
(Hahaha)...

### Notes

1. autonomous region 自治区  
我国五个自治区包括: Ningxia Hui Autonomous Region, Inner Mongolia Autonomous Region, Guangxi Zhuang Autonomous Region, the Tibet Autonomous Region, and Xinjiang Uygur Autonomous Region.
2. Western Xia Mausoleum 西夏王陵  
宁夏著名旅游景点, 国家级风景名胜区。
3. Helan Mountain Rock Carve Pictures 贺兰山岩画
4. Chinese movies march towards the world from here. 中国电影从这里走向世界。
5. *Red Sorghum*, *The Legend of Monkey King*, *Yellow River Hearsay* 《红高粱》、《大话西游》、《黄河谣》



这三部电影均在宁夏镇北堡影视城拍摄。

6. abstinence on diet 饮食禁忌
7. Hand Grabbing Mutton, Mutton Chip Noodles, Sanzi, Oil Fragrant, Stired Hube  
手抓羊肉、羊肉臊子面、饊子、油香、炒糊饽
8. I can't wait to taste it! 我恨不得立即就去尝尝。



### Being an Excellent Tour Guide

Tourism is a comprehensive economic undertaking and it plays a very important role in a country's economic construction. Tour guide is the important human resource of the travel agency. The service quality of tour guide influences the service quality of the travel enterprise directly.

A tour guide is encouraged to possess the following six skills if he or she wants to do the job excellently.

#### Superior language ability

The guide should try his or her best to improve the mastery of foreign language. The guide should be able to understand what a foreign tourist has said and then try to communicate with them. He or she should remember to avoid using broken English or fluently wrong sentences to interpret.

#### Dynamic personality

This is also necessary to a top guide. The guide with dynamic personality can help break the ice among strangers and help keep the conversation going on. One can not expect a taciturn guide to be very sociable and talkative. Therefore, a guide of introverted character is not cut out for the job of a tour guide.

#### Good academic knowledge of a place in which he or she is working

This is a pre-condition for the guide to do the job. Ignorant of the history and culture of a place, the guide can only introduce to tourists something very superficial. He or she would fail to answer all the curious questions raised by tourists, let alone do an initiative explanation to foreign tourists.

#### Sense of humor

Sense of humor can help the interpretation more interesting and lively. During a trip, foreign tourists would sometimes feel very tired, so the guide's sense of humor would help kill the time and liven up the atmosphere. A sense of humor would often help make the difficult situation easier and bearable.

#### Charisma

This is a special quality of individuals who show an exceptional ability to lead and win the devotion of large numbers of people. Sometimes, people feel perplexed why some foreign tourists would ask the former guide to be their guide in their second or third visit to China. In fact, there is nothing special about the former guide. The reason for the tourists to ask for him or her is just because of his or her pleasant character and special charisma — glamour, which would attract the tourists and would eventually win their favor and trust. This kind of special attraction can not be