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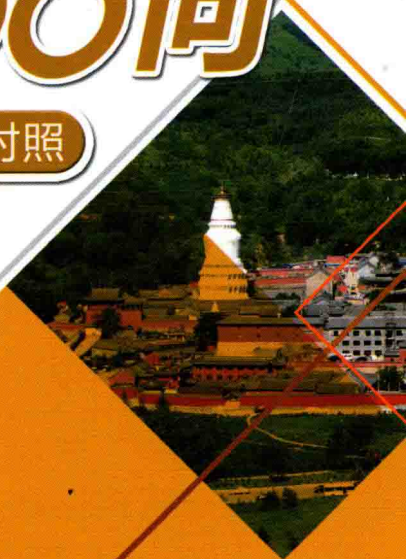
A Guide for Tour Guides

导游服务能力

100问

英汉对照

朱宁 王伟民 编著



旅游教育出版社

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前言

FOREWORD

《导游服务能力 100 问》(英汉对照)原为上海旅游高等专科学校旅游英语专业的校本教材。编写初衷是为旅游英语专业学生参加英文导游考试提供指导。编者结合上海地区导游考试的要求及考察范围,在教材使用三年多的时间里不断对内容进行修改和取舍,使得本书在上海地区英文导游考试指导方面有了一定认可度。

2016 年 1 月国家旅游局公布《2016 年全国导游人员资格考试大纲》(旅办发〔2016〕14 号),明确从 2016 年起,实行全国统一的导游人员资格考试。上半年在与旅游教育出版社沟通本书稿出版事宜的过程中,我们发现本书内容与各省市旅游局最新公布的导游考试科目五“导游服务能力”的考察内容十分吻合。科目五考试采用现场考试的方式进行。中文类现场考试分为五大项:语言和礼貌仪态、景点讲解、导游服务规范、应变能力和综合知识;外语类现场考试分为六大项,即在中文类考试的基础上增加了“口译”一项。而本书则涵盖了此科目考试中的“语言和礼貌礼仪”“导游服务规范”及“应变能力”三项各省市导考基本通用的内容,且编写形式为英汉对照,因此,对要备考中文导游或英文导游的读者,均有一定的指导作用。

借此东风,编者认真分析了“导游服务能力”科目大纲,提取考点,推敲语言,对本书进行了新一轮的修订。编者听取了国内外一些长期从事旅游工作的领队和导游的有益建议和修改意见,

使本书稿在贯彻落实国家旅游局对导游工作规范管理的方针政策的同时，强调导游服务中合同至上、质量第一的原则，体现实际工作中规范服务与灵活应变相结合的特点，具有一定的可操作性。

参照导游服务基本流程，本书由 14 个单元组成，各单元主体内容均以一问一答的形式出现，共包含 100 个问答。如此设计是想为初为导游或将为导游的读者编写一本“实用、好用、够用”的入门工作指导手册。本书采用英汉对照的形式，旨在给有志从事中英文导游工作的读者提供直接而准确的指导。此外，书后还附有《中华人民共和国旅游法》的中英文版本及《旅行社老年旅游服务规范》，以便于读者查阅。本书还配有时长 110 分钟的录音，100 个问答的英文内容全部收录，供读者跟读模仿。

本书由上海旅游高等专科学校副教授、高级导游朱宁和国家特级英语导游王伟民执笔，上海旅游高等专科学校赵宝国老师承担了本书的中文审校工作，美国的 Herbert Fong 先生审校了全书的英文部分。

在本书编写过程中，应国宏、张尚华、朱晓霞、赵佩章等行业专家提出了许多有价值的建议；上海旅游高等专科学校旅游外语学院吴云院长给予了大力支持；上海海岸线国旅总经理张尚华先生提供了宝贵的行业实践机会；年轻的资深导游黄佳韵提供了有趣的案例；刘斌先生则提供了始终如一的支持与鼓励。在此，特向他们表示衷心的感谢。同时，编者还参考了相关书籍，在此对参考资料的作者一并表示感谢。

由于编者水平有限，书中难免有疏漏之处，恳请读者、专家批评指正，更希望一线的导游工作者能提出宝贵的意见，以便于本书不断修订完善。

编 者

2016 年 3 月

目 录

CONTENTS

Unit 1 Basic Requirements for Tour Guides

导游服务基本规范 1

- ① What are the basic guidelines for a professional tour guide?
导游服务的基本原则是什么? 1
- ② What are the proper manners for a tour guide?
导游服务时应该具有怎样的行为规范? 2
- ③ What is considered the proper dress for a tour guide?
导游员应如何着装? 3
- ④ How can a tour guide make a good first impression?
导游员如何给客人留下良好的第一印象? 5
- ⑤ What kind of psychological preparation should a tour guide go through before starting a tour?
接团前, 导游员应有怎样的心理准备? 6
- ⑥ What kind of professional qualities should an English tour guide have?
英语导游员的业务能力主要包括哪些方面? 8
- ⑦ As a tour guide, how will you establish a good relationship with tour leads and drivers?
地陪如何与领队、司机建立良好关系? 8

Unit 2 Meeting a Group

接站 11

- ⑧ As a tour guide, what kind of preparation will you make before meeting a group?
接团前, 地陪应该做好哪些准备工作? 11

A Guide for Tour Guides

导游服务能力 100 问 (英汉对照)

- ⑨ As a tour guide, what are you supposed to do before meeting a group at the airport?
去机场接机前, 地陪应该做些什么准备? 12
- ⑩ As a tour guide, what are you supposed to do at the arrival gate of the airport?
在机场接机时, 地陪应该注意哪些方面? 13
- ⑪ How will you avoid picking up a wrong group?
如何避免接错团? 14
- ⑫ How will you avoid missing a group at the airport or the railway station?
漏接事故应如何预防? 15
- ⑬ How will you handle the luggage at the port of entry?
地陪应该如何处理入境团队的行李? 16
- ⑭ What is the counting technique on the coach?
在旅游车上如何清点客人人数? 17

Unit 3 At the Hotel

住宿 19

- ⑮ What are you supposed to tell your group on the way from the airport to the hotel?
在从机场去酒店的途中, 地陪应向游客提供哪些信息? 19
- ⑯ What should be included in a welcome speech?
欢迎词应包括哪些部分? 20
- ⑰ Make a brief welcome speech.
致一个简短的欢迎词。 21
- ⑱ What help can you offer when the group is doing the check-in?
地陪应该如何协助旅游团办理入住手续? 23
- ⑲ What will you do to deal with the problem that a tourist fails to get his luggage?

如客人在进房后一段时间没有拿到行李,地陪将如何处理?24

- ⑳ What will you do if one of the tourists refuses to share a standard room with another tourist due to conflicts or different living habits? 如果住同一标间的两位旅游者因闹矛盾或生活习惯不同而要求住单间,地陪应该如何处理?25

Unit 4 In the Restaurant

餐饮 27

- ㉑ What are you supposed to do before the meal? 餐前应做哪些核对工作?27
- ㉒ What kind of service can you offer in the dining room? 客人用餐时,导游应提供什么服务?27
- ㉓ What will you do when a tourist has special dietary requirements for religious or health reasons? 如游客因健康、宗教原因而提出特殊用餐的要求,应如何处理?29
- ㉔ What are you going to do when you find some tourists are allergic to certain food such as seafood or MSG? 客人对某些食物过敏,如海鲜、味精,应如何处理?29
- ㉕ What are you going to do when tourists want to buy and eat some local snacks sold by peddlers at scenic spots? 当游客想品尝景点里小贩出售的小吃时,应如何处理?30
- ㉖ If a food poisoning takes place, what should a guide do? 如发生食物中毒,导游应如何处理?31
- ㉗ What will you do if one of the tourists insists on dine alone due to various reasons such as conflicts with other members? 由于旅游团的内部矛盾或其他原因导致个别旅游者提出要单独用餐,地陪应如何处理?32

Unit 5 Sightseeing

游览 35

- 28 How should you organize visiting activities properly for a day?
导游员应如何安排一天的行程? 35
- 29 What should be said before tourists get off the coach for a tour?
游客下车游览前, 地陪应关照哪些事宜? 36
- 30 What will you tell people before starting a tour in the tourist spot?
景点游览前, 地陪应关照哪些事宜? 37
- 31 What will you do when you find a tourist missing after free time activity?
自由活动结束后, 如发现一位游客未按时归队, 地陪应如何处理? 38
- 32 What type of sanitary facilities are preferred by tourists in a tourist spot?
客人在景点对卫生设施有什么要求? 39
- 33 What are you supposed to do when a tourist suddenly has sunstroke?
如何处理游客中暑? 40
- 34 How to prevent sunstroke?
如何避免或防止游客中暑? 41
- 35 Are there better ways that we can share with tourists to take good care of their passports, money and valuables?
如何使游客能更好地保管好自己的护照、现金及其他贵重物品? 41
- 36 What will you do if tourists want to visit the city by themselves in free time?
旅游者自由活动时, 地陪应做好哪些协助工作? 43

Unit 6 Transportation**交通**45

- ③7 How will you deal with a serious traffic accident?
 如何处理严重交通事故?45
- ③8 What help can you offer to those who are likely to suffer from carsickness?
 对易晕车的游客, 可以提供何种服务?46
- ③9 What will you do for safety when the group is traveling by coach?
 乘汽车旅行途中, 为保障游客和自身安全, 导游员应该做些什么?47
- ④0 What will you do if someone vomits on the coach?
 如游客在车上呕吐, 地陪将如何处理?48
- ④1 What kinds of service will you offer when tourists are getting on the bus?
 客人登车时, 导游员可以提供怎样的服务?49
- ④2 Traffic jam is a common phenomenon in big cities. What will you do to win cooperation of tourists when your group is stuck in traffic jam?
 大城市堵车是常见的现象。如何让客人在遇到堵车时心平气和, 并接受由此可能带来的游览时间的变化?50
- ④3 What will you do to attract the attention of tourists who keep talking loudly when you are giving presentation on the coach?
 在车上讲解时, 有客人大声喧哗影响讲解效果, 你会如何处理?51

Unit 7 Shopping and Entertainment**购物与娱乐**54

- ④4 What is considered a good shopping tour?
 什么样的购物活动才能被认为是一次愉快的享受?54

- 45 What advice will you give to tourists before a shopping expedition?
购物前, 地陪可以向客人提供哪些建议? 55
- 46 What should you do on a shopping tour?
客人购物时, 地陪应注意哪些问题? 56
- 47 What should you do when some tourists want to buy traditional Chinese medicine?
如游客想要买中药, 地陪如何处理比较妥当? 56
- 48 What should you do when some tourists want to buy antiques?
如游客想要买古董, 地陪如何处理比较妥当? 57
- 49 What kind of services will you provide for entertainment program?
地陪应如何做好文娱活动的服务工作? 58
- 50 If the group ask to change the theatrical performance in the itinerary to another show, how will you deal with it?
若合同中, 旅行社已安排观赏文艺演出, 旅游者却要求替换观看另一演出, 地陪应如何处理? 59
- 51 What will you do when some tourists think a silk carpet is expensive and ask for your advice?
客人想购买地毯却认为价格较高, 就此事向导游员咨询, 导游员该如何处理? 60

Unit 8 Special Care for Special Groups

特殊游客群体服务 63

- 52 What kind of service will you provide for senior tourists?
如何做好老年游客的服务工作? 63
- 53 What kind of service will you provide for religious group?
如何接待宗教团体游客? 64
- 54 What kind of service will you provide for those who come for conventions?
如何为会展客人提供服务? 65

- 55 What special attention should a tour guide pay to children tourists?
带团旅游过程中, 如何做好儿童游客的服务工作?66
- 56 What are the characteristics of the professional delegation? How
will you conduct the tour?
考察旅游团具有哪些特征? 导游员在提供服务时需要注意哪
些问题?68
- 57 What kind of service should a guide provide for the adventure tour
group?
导游员应如何为探险旅游团提供导游服务?69
- 58 What are the general psychological characteristics of disabled
tourists? And what kind of service will you provide for them?
残障旅游者普遍的心理特征有哪些? 对此导游员应提供怎样
的服务?70

Unit 9 Foreign Individual/Independent Tourist (FIT)

散客服务 73

- 59 What are the characteristics of FIT? How to do a good job in picking
up FIT?
FIT 有哪些特点? 如何做好 FIT 的接站工作?73
- 60 What can be the possibilities if you fail to see the tourists show
up at the arrival gate after waiting for a long time and how to deal
with the problem?
一般没有按时接到客人会出现哪几种可能, 如何应对?74
- 61 What are you supposed to do before you say good-bye to tourists
and leave the hotel?
在宾馆离开散客前, 陪同还应做哪些事情?77
- 62 When an FIT ask you to take him to some unhealthy entertainment
site (eg. a vice establishment), what will you do?
当客人提出要求去不健康的娱乐场所 (如色情场所) 时, 地
陪应如何应对?78

Unit 10 Individual Requests

旅游者个别要求的处理 80

- 63 How should a tour guide deal with individual request?
导游员应如何处理客人的个别诉求? 80
- 64 What will you do when a tourist wants to end his tour ahead of schedule?
如游客提出提前结束旅游, 地陪应如何处理? 82
- 65 If a tourist wants to buy something, but unfortunately it is currently out of stock. He/She asks you to assist in the purchase and arrange for the shipment when it is available. What is the best way to deal with this situation?
如游客所需商品暂时缺货, 游客请求导游代为购买并邮寄商品, 如何处理比较妥当? 83
- 66 What will you do if one tourist wants to change his/her room?
游客要求换房, 地陪应如何处理? 84
- 67 What will you do if one tourist wants to skip part of the program?
如有游客想放弃部分景点, 地陪该如何处理? 85
- 68 What will you do when some tourists want to add something into the program?
如有游客要求增加景点, 地陪该如何处理? 85
- 69 What will you do if most of the tour members want to skip one tourist attraction in the itinerary, but there are still tourists who want to keep the original program?
如大多数游客希望取消行程安排中某一景点, 但仍有少数游客要求按照原行程活动, 地陪应如何处理? 87

Unit 11 Incidents Handling

应急问题处理 90

- 70 What will you do if you find that the tourists' itinerary is different from yours?

如地陪手中日程与客人的日程不符时, 应该怎么办?	90
71 If you arrive late to meet the tourists, what will you do to make up for the mistake?	
如果地陪因个人原因未能及时抵达机场迎接游客, 应如何弥补过失?	91
72 How will you handle the loss of luggage at the port of entry?	
如何处理在入境口岸行李丢失?	91
73 How to handle the loss of personal belongings?	
如何处理游客个人物品丢失?	93
74 If a tourist can't locate his/her passport, what kind of help can you offer?	
游客遗失护照, 地陪可以提供哪些帮助?	94
75 How will you deal with someone who is seriously ill?	
如何处理游客生病的问题?	96
76 In case of fire, how can a tour guide react properly?	
如遇到火灾, 导游应如何应对?	98
77 As a local guide, what are you going to do if the group misses a flight?	
如旅行团误机, 地陪应该如何补救?	100
78 What can you do if the group misses the train?	
如旅行团误了火车, 地陪应如何处理?	101

Unit 12 The Art of Managing a Tour

导游带团艺术

79 What will you do if the questions raised by tourists are beyond you?	
如果无法回答客人提出的问题怎么办?	104
80 What will you do if tourists insist on discussing some sensitive topics?	
如果客人抓住敏感问题紧追不放怎么办?	105

- 81 How can you tell tourists the importance of punctuality in a smart way?
你会用何种方式告知客人守时的重要性? 107
- 82 List some possible reasons that tourists might complain.
列举一些可能会引发客人投诉的原因。 108
- 83 How do you deal with complaints?
如何应对游客投诉? 110
- 84 What will you do when someone blames everything unpleasant on you?
当游客将所有不满归因至导游, 导游应如何对待? 111
- 85 How will you establish a good relationship with the central figure of the group?
导游员带团中该如何处理好与游客中的“中心人物”的关系? 113
- 86 How can a guide recognize the central figure in the group quickly?
导游员如何快速辨别出旅行团的“中心人物”? 113

Unit 13 The Tour Lead and the National Guide

领队与全陪 116

- 87 What are the differences between a tour lead, a national guide and a local tour guide?
领队、全陪、地陪有何区别? 116
- 88 What should a tour lead/national guide do when the group has arrived, but your local guide fails to show up?
团队抵达时无人接站, 领队 / 全陪应如何处理? 118
- 89 What should a tour lead/national guide do to avoid tourists missing the plane in the waiting hall of the airport?
领队 / 全陪在机场候机大厅如何防止客人误机? 119
- 90 Under what circumstances, should a tour guide need the tour lead/national guide's help and support?

导游员在哪些工作环节尤其需要领队 / 全陪的配合?	120
91 In what situation should the tour lead/national guide actively cooperate with the local guide?	
领队 / 全陪要在哪些环节积极配合地陪的工作?	121
92 What are the duties of a national guide?	
全陪的工作程序有哪些?	121
 Unit 14 Hotel Check-out and Departure	
离店与送站	124
93 What will you do to help tourists check out of the hotel?	
如何协助办理离店手续?	124
94 What will you do when you find a tourist missing in the hotel before departure?	
在宾馆, 出发前发现少了一名游客, 地陪应如何处理? ...	125
95 When should you arrive at the airport with a departing group? When should a group arrive at the railway station to await a departure?	
旅行团应在飞机起飞前多少时间到达机场? 应在火车出发前多少时间到达火车站?	127
96 What are you supposed to do when you are seeing a group off at the airport?	
旅游团离港赴下一站前, 地陪应做哪些工作?	128
97 What should be included in a farewell speech?	
欢送词应包括哪些部分?	129
98 Make a brief farewell speech.	
致一个简短的欢送词。	129
99 What will you do if the group has to end the tour ahead of schedule due to certain reasons?	
如何处理旅行团因故提前结束行程?	130
100 What do you need to do after the group leaves?	
旅游团离开后, 地陪还需做哪些工作?	131

Appendix 附录134

附录 1：《中华人民共和国旅游法》 137

附录 2：《中华人民共和国旅游法》（英文版） 163

附录 3：《旅行社老年旅游服务规范》 205