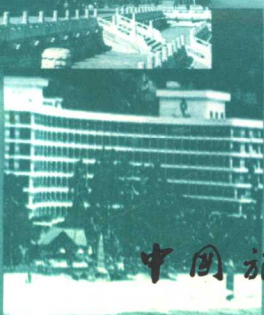
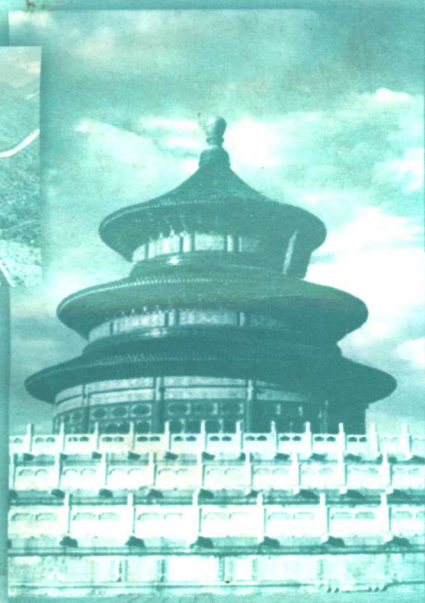


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模拟导游教程

国家旅游局人事劳动教育司 编



中国旅游出版社

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出版说明

模拟导游课程是利用现代化电教设备及其它教学手段,通过导游活动的示范与演练,综合运用所学语言知识和导游专业知识,培养实际导游能力的一门实践课,该课程在培养导游的过程中占有重要位置,是旅游院校导游专业的一门必修课程,也是导游人员参加资格等级考试前的主要培训课程。

在旅游外语专业教学中开设模拟导游课程,是从西安外院旅游开始的,她们的尝试在1991年重庆会议上得到全国旅游院校的专家学者的一致肯定,因而该课程被正式纳入我司旅游外语专业教学计划。我国1992年在西安组织专家讨论制定了《模拟导游》教学大纲,随后又根据教学大纲及《全国导游人员资格等级考试复习大纲》组织力量编写该课程的教材。教材分为两部分,一部分是声像教材,一部分是文字教材,即本书《模拟导游教程》,后者经过几易其稿,通过了专家评审。

本书由西安外国语学院姚宝荣主编,李瑞霖、杨虹英、梁根顺、董爱国参加编写。北京第二外国语学院钱炜、徐莹耿,南开大学吴士民、北京旅游学院张惠芬、国旅总社王连义以及 Joanne Gotteswen(外国专家)对本书进行了审阅。

该课程实践性较强,在教学过程中应不断补充新理论、新知识,充分运用学校的模拟设施,重视学生的操练,在培养导游工作能力上下功夫,以达到本课程的教学目的。

开设“模拟导游”课程和编写此教材,对我们旅游教育而言是一种尝试,似乎没有前人和国际的经验可以借鉴;加之水平和时间所限,组织编写本教材的工作一定存在缺陷,希望各旅游院校的同志们和读者提出修改意见。

国家旅游局人事劳动教育司

一九九六年

前 言

本书根据全国高等旅游院校外语专业(旅游方向)《模拟导游》课程教学大纲的要求编写,适用于在听、说、读、写、译等外语能力方面受过严格训练,同时已掌握了较系统的旅游专业知识的英语(旅游)专业高年级学生,同时也可以作为导游人员的培训教材。

本书内容分为“导游工作程序”及“景点导游”两大部分,共18个单元。

第一部分包括各种形式的对话及欢迎辞,欢送辞,城市简介,沿途导游等,试图通过在不同场景中导游活动的示范与演练,引导学生综合运用所学语言知识和旅游专业知识,熟悉旅游活动各个环节、规范导游言语的特点,使其基本具备规范化接待与服务的能力。

第二部分将我国具有代表性的旅游资源分为9个类别,每个类别为一单元。每个单元课文A的内容着重介绍该类景观的特点,使学生通过学习,可以举一反三,触类旁通。课文B主要选择各类景观中在全国具有代表性的景点,教师在教学中也可以选择本地典型景点作为课文B的教学内容。通过这部分的教学,学生可初步掌握各类景观的基本内容以及相应的导游技巧。

课文与练习都留有一定余地,以便教师根据各地情况选择使用。

教师应安排学生围绕教学内容,查阅有关资料,掌握模拟要点,做好课前预习和准备。在教学过程中应注意学生操练。

由于《模拟导游》是一门新型课程,无论在教学及教材方面

均无他人经验可供借鉴。因此,本书在体例、内容选择等方面都不尽完善,敬请读者指正,更希望各旅游院校授课教师,提出宝贵意见。

本书在编写过程中参考了大量国内外有关资料,得到许多旅行社、旅游院校的大力支持,西安外国语学院专家 Ellen Embrey 先生和 Bridget Shell 女士先后通读了全部书稿,并作了认真修改,在此一并表示感谢。

作 者

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UNIT ONE

GREETINGS

Preview Questions

1. Suggest some ways to make a guest feel welcome.
2. What preparations should you make before you go to meet a tour group?
3. What is the easiest way to find the guest that you are supposed to meet at the airport or railway station?
4. In your opinion, what subjects are essential for a person to study in preparation for the tourism business?
5. What are some of the advantages and disadvantages of being a tour guide?

General Remarks

Greeting tourists is just the first step in the whole welcoming procedure. As a tour guide, you should bear in mind the following things. First of all, learn how to locate the group that you are supposed to

meet, according to the characteristics of different nationalities (such as Americans, Europeans, Orientals, etc), the logo/badge of their foreign travel groups (such as name tags, travel agency symbols, briefcases, holdalls or luggage tags, etc). Secondly after meeting your guests you should confer with the tour escort and the national guide, in order to check the number of people, and be sure that no one is missing. Thirdly, ask for the luggage claim cards and give them to the porters, so that the luggage can get to the hotels as quickly as possible. Fourthly, you should politely and courteously show the guests aboard the awaiting bus. Then make a brief welcoming speech, including greetings, and an introduction of yourself and the driver. Fifthly, welcome the guests to your city and ask them for questions and any requests. Express your wish to serve them sincerely and honestly, and finally, you should wish your guests a pleasant journey and a wonderful stay.

If you are ever asked to address visitors or deliver a speech, try to look happy and pleasant. Always be as polite and charming as you can, no matter what your personal opinion of the individuals or their country might be. Always remember that they will judge your country by the impression you make. First im-

pressions are the most important.

Meeting a Guest

Dialogue One

Tour guide Li Ming is at the airport to meet Mr. and Mrs. Taylor from the United States.

Li Ming: Excuse me, but are you Mr. Taylor from the States?

Mr. Taylor: Yes, I am.

Li Ming: Oh, Mr. Taylor, welcome to Beijing. I am Li Ming, your local guide from China Comfort Travel Service.

Mr. Taylor: Hello, Li. Thank you for coming to meet us. This is my wife, Judy.

Li Ming: Nice to meet you.

Mrs. Taylor: Nice to meet you, too.

Li Ming: Did you have a pleasant flight?

Mrs. Taylor: Yes, very pleasant.

Li Ming: Have you got your luggage?

Mr. Taylor: Yes, everything is here.

Li Ming: Our car is parked outside. Shall we go now?

Mr. Taylor: OK. Let's go.

Li Ming: Can I give you a hand?
Mr. Taylor: Oh, no, thank you. Judy and I can manage.

Dialogue Two

Tour guide Wang Gang is at the railway station to meet a tour group from Canada. Mr. Brown is the group's tour escort.

Wang Gang: Excuse me, are you Mr. Brown?

Stranger: No, my name is Wright.

Wang Gang: I'm so sorry.

Stranger: Never mind.

Wang Gang: (seeing somebody else) Excuse me, is your name Mr. Brown?

Mr. Brown: Yes,

Wang Gang: Oh, Mr. Brown. Welcome to Shanghai. I'm Wang Gang, your local guide.

Mr. Brown: Glad to meet you, Wang.

Wang Gang: Glad to meet you too, Mr. Brown. How was your trip?

Mr. Brown: Fine. We had a very pleasant trip.

Wang Gang: How many pieces of luggage do you

have?

Mr. Brown: 32 altogether. And here are the luggage checks.

Wang Gang: Good. I'll ask the red cap to take care of them.

Wang Gang: Is everybody here now? Our bus is outside.

Mr. Brown: Oh, let me see. Yes, everyone is here.

Wang Gang: Shall we go now?

Mr. Brown: Yes. I think so.

Wang Gang: Attention please, everyone. Please follow me to the bus.

Welcome Speeches

I
Good evening, ladies and gentlemen. On behalf of the China International Travel Service and my colleagues, I would like to welcome you to China and our capital city, Beijing. My name is Li Hong and I shall be one of your guides during your stay in Beijing. I would also like to introduce Mr. Liu, who is also your guide, and our driver, Mr. Zhang.

For most of you I suppose this is your first trip to

China. While you are here, you will learn about our culture and history, as well as the realities of modern China.

On the one hand, China is one of the oldest continuous civilizations in the world, with a history that reaches back over 4,000 years. On the other hand, the People's Republic of China was established on October 1, 1949. So, although we are among the oldest civilizations, we are also among the youngest nations of the world.

Even with our long history, we are still a developing country, especially in the area of tourism. Years ago, for example, there were virtually no tour groups in China, but today, tourism has grown by leaps and bounds. We are building more facilities and training more personnel such as myself to accommodate and serve the growing numbers of people who are eager to visit China, and our long tradition of hospitality is legendary. We hope that this will be one of the special memories you will take home with you.

You must be very tired after such a long flight. We're just about ready to go to the Sheraton Hotel, where you'll be staying during your visit to Beijing. But before we leave the airport, I want you to set your watches. It is 11 p. m. Now, wherever you go in Chi-

na, you will have the correct time. Although China encompasses enough territory to include five different time zones, all of the clocks and watches in the Republic are set to Beijing standard time. We are 13 hours ahead of New York City, 14 hours ahead of Chicago, 15 hours ahead of Denver, and 16 hours ahead of San Francisco.

In a few minutes, Mr. Liu will say a few more words about Beijing. We have a 45-minute ride to the hotel, so please sit back and relax. Thank you.

II

Ladies and gentlemen,

Welcome to Beijing. My name is Wang. I am from China Travel Service. I will be your guide during your stay in Beijing. I would like to introduce my Chinese colleagues to you. This is Mr. Li from the China Travel Service. He will travel with you throughout your trip in China. This is Mr. Yang, our driver. His bus number is BJ12345. If you have any special interests, please don't hesitate to let us know. Our job is to smooth your way, care for your welfare, answer any questions you have and assist you in whatever way we can. We will try to do our very best to make your

stay a pleasant one. We really appreciate your understanding and cooperation.

Beijing is a pleasant place to visit as well as to do business, to shop, to dine, or to be entertained. The reasons why Beijing attracts and pleases people are not hard to discover. The city's appeal starts with the heart of Beijing itself, when tourists see Tian'anmen Square, which is the geographical and emotional center of the city.

National capitals are always tourist attractions. Most people wish to see the capital city when they begin travelling about in their own country. When they go abroad, few will neglect to pay at least a cursory visit to a country's seat of government.

There is something special about a national capital, and Beijing is no exception. Its eminence among China's tourist attractions is not due solely to its status as the political and cultural center of the nation. Beijing is a city of distinction in its own right, a tourist experience of unusual variety and unexpected contrasts.

More than any other cities, Beijing offers a splendid microcosm of both modern and traditional China. It contains so many sights within its vicinity that one short visit is definitely insufficient. "However, half a