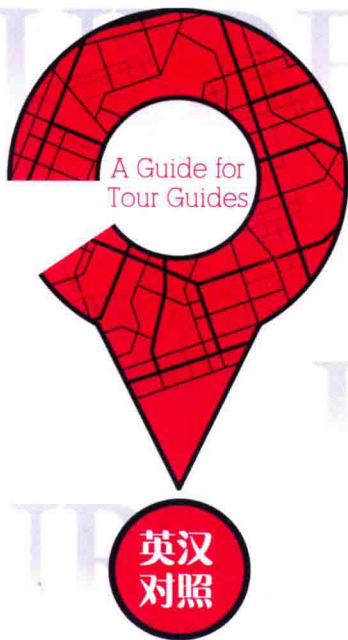




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英语导游服务能力

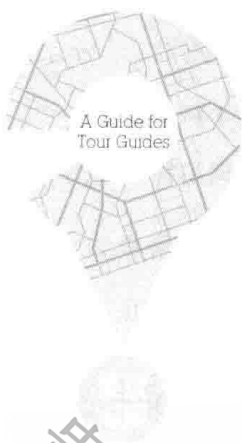
问与答

主编◎朱宁

导考科目五“服务规范”与“应变能力”考点指南



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英语导游服务能力

问与答

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前言

FOREWORD

本书的前身为《导游服务能力100问》(英汉对照)一书(以下简称《100问》),出版于2016年,当时正值国家旅游局实行全国统一的导游人员资格考试第一年。《100问》涵盖了导游资格考试科目五考试中的“语言和礼貌礼仪”“导游服务规范”及“应变能力”三项各省市导游考试基本通用的内容,总结了导游带团过程中的100个状况与问题,并以英汉对照的形式呈现,因此对要参加导游考试的中文考生和英文考生均有一定的指导作用。

《100问》自2016年出版以来,得到了很多同行的指点及认可,也受到不少考生的欢迎。为进一步提升该书的针对性和指导性,编者听取了国内外一些长期从事旅游工作的领队和导游朋友的有益建议和修改意见,并认真分析了近两年全国多个省市“科目五导游服务能力”的大纲,提取考点,推敲语言,对《100问》进行了新一轮的修订和改写。

修订后的书稿更名为《英语导游服务能力问与答》,在对原有100个问答进行修改优化的基础上,又新增了78个问答。新增问答除了补充导游带团过程中的更多状况和问题外(新增43个问答),还针对近两年某些省市导游考试大纲中增加或强化了对领队及全陪带团内容的考查,而专门设置了“领队和全陪服务流程与规范”部分,共计35个问答。

同时，编者还根据导游服务的实际操作对章节结构重新做了划分调整。全书共分为五大部分 16 个单元，五大部分分别为“地陪服务流程与规范”“领队和全陪服务流程与规范”“特殊旅游群体服务”“导游应变能力”和“导游带团艺术”。各部分既独立又有一定的延续性。

本书内容紧贴导游（及领队和全陪）服务流程，以《旅游法》及相关行业法律法规为指导原则，在贯彻落实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，体现了实际工作中规范服务与灵活应变相结合的特点。笔者采用一问一答的编写形式，总结了带团过程中可能出现的各种状况和问题，解答了导游带团中的困惑与疑问，给出了具体的操作步骤和处理建议，具有很强的针对性和可操作性。书稿语言力求简洁凝练，可有效帮助考生理解记忆并应用于实际带团工作中。

本书所有英文内容均配有 MP3 录音，读者可以扫描封面的二维码在线收听或下载。建议读者多听、多跟读模仿英语母语者的发音，磨炼耳朵提高英语听力的同时，提高英语表达的地道性和流畅性。

本书由上海旅游高等专科学校副教授、高级英文导游朱宁执笔，国家特级英语导游王伟民老师、上海导游培训资深专家吴本南老师、王缙萦老师参与编写。上海旅游高等专科学校刘斌副教授承担了本书的审校工作。

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；上

海旅游高等专科学校的赵宝国老师作为笔者导游之路的引路人，自始至终给予关心和指点。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。

希望本书可以为即将参加导游资格考试的考生提供一些参考，当然更希望本书能成为初为导游读者的“实用、好用、够用”的入门工作指导手册。但由于编者水平有限，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和完善。

编者

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