

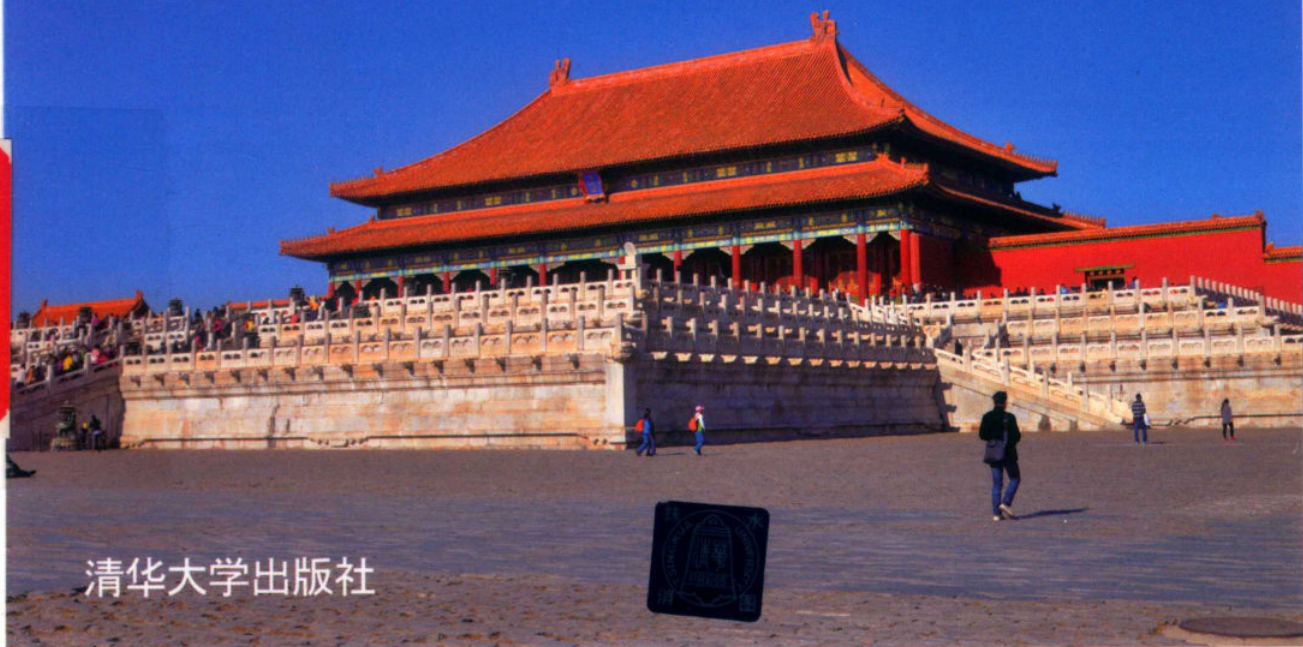


高等院校旅游专业系列教材
旅游企业岗位培训系列教材

杨 昆 鄢 莉 主 编
谭明华 刘芊池 副主编

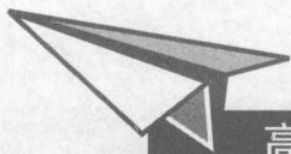
New Edition of English for Tour Guides in Beijing

新编北京导游英语



清华大学出版社





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内 容 简 介

本书根据国际旅游业发展越来越注重各国各民族文化旅游的新特点,结合中华古都古迹,依照英语导游服务场景、文化传播、工作流程、操作规范,主要介绍北京英语导游应具备的专业知识技能,并注重职业性、交际性、互动性、实效性和实用性。

本书构思独特、结构严谨、内容翔实、图文并茂、突出实用性,并注重英语导游服务全过程应用能力的培养,可以作为普通高等院校本科旅游管理专业的教材,同时兼顾普通高校专接本、高职、高等教育自学考试、成人教育、以及职业教育岗位培训及参加导游员资格考试的人员。

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序 言

随着我国改革开放进程加快和国民经济的高速发展，交通和通信技术的不断进步，旅游景区维护、旅游文化挖掘，以及宾馆酒店设施设备的不断完善提高，居民收入和闲暇时间增多，旅游日益成为现代社会人们主要的生活方式和经济社会活动。大众化旅游时代已经到来，旅游业也以其强劲的发展势头成为极具活力的绿色朝阳产业。旅游作为现代服务文化创意型产业的核心支柱，在国际交往、商务活动、文化交流、拉动内需、解决就业、促进经济发展、丰富社会生活、构建和谐社会、弘扬中华文化等方面发挥着越来越大的作用，因而成为我国服务经济的重要产业。

2016年1—6月，我国旅游市场规模稳步扩大，继续领跑宏观经济：国内旅游22.36亿人次，比上年同期增长10.47%；入出境旅游1.27亿人次，增长4.1%。目前我国是全球第四大入境旅游接待国和亚洲最大的出境旅游客源国，旅游业对GDP综合贡献占GDP总量的10%左右，旅游直接和间接就业8000万人，占全国就业总人口的10%以上。

2016年12月，国务院印发了《“十三五”旅游业发展规划》，规划确定了“十三五”时期旅游业发展的总体思路、基本目标、主要任务和保障措施，是未来五年我国旅游业发展的行动纲领和基本遵循，为我国的旅游业发展指明了方向。

规划指出“十三五”期间我国旅游业发展要实现四大目标。一是旅游经济稳步增长，城乡居民出游人数年均增长10%左右，旅游总收入年均增长11%以上，旅游直接投资年均增长14%以上，到2020年旅游市场总规模达到67亿人次，旅游投资总额2万亿元，旅游业总收入达到7万亿元。二是综合效益显著提升，旅游业对国民经济的综合贡献率达12%以上。三是人民群众更加满意，旅游交通更为便捷，旅游公共服务更加健全，带薪休假制度加快落实，市场秩序显著好转，文明旅游蔚然成风，旅游环境更加优美，“厕所革命”取得显著成效。四是国际影响力大幅提升，入境旅游持续增长，出境旅游健康发展，与旅游业发达国家的差距明显缩小。

当前随着全球旅游业的快速发展，旅游观念、产品、营销方式、运营方式及管理手段等都在发生着巨大的变化，面对国际旅游业激烈的市场竞争，旅游行业的在职从业人员急需更新观念、提高服务技能、提升业务与道德素质，旅游行业和企业也在呼唤“有知识、懂管理、会操作、能执行”的专业实用型人才；加强旅游经营管理模式的创新，

加速旅游经营管理专业技能型人才培养已成为当前亟待解决的问题。

针对我国高等教育旅游管理专业知识老化、教材陈旧、重理论轻实践、缺乏实际操作技能训练等问题,为适应社会就业发展,为满足日益增长的旅游市场需求,我们组织多年从事旅游教学实践的国内知名专家、教授及旅游企业经理,共同精心编撰了此套教材,旨在迅速提高大学生和旅游从业者的专业素质,更好地服务于我国旅游事业。本套教材根据大学旅游管理专业教学大纲和课程设置,包括《北京导游英语》《旅游英语》《旅游职业道德与法规》等教材。

本套书作为应用型大学旅游管理专业的特色教材,融入了旅游管理的最新教学理念,坚持科学发展观,力求严谨,注重与时俱进,在吸收国内外旅游界权威专家、学者的最新科研成果的基础上,依照旅游活动的基本过程和规律,全面贯彻国家新近颁布实施的旅游法律法规和旅游业管理规定,按照旅游企业用人需求模式,结合解决学生就业、注重校企合作、贴近行业企业业务实际,强化理论与实践的紧密结合,注重管理方法、管理能力、实践技能与岗位应用的培养训练,采取通过实证案例解析与知识讲解的写法,严守统一的创新型格式化体例设计,并注重教学内容和教材结构的创新。

旅游管理专业系列教材的出版,对学生尽快熟悉旅游操作规程与业务管理,毕业后顺利走上社会就业具有重要意义。

牟惟仲

前言

旅游作为文化创意产业的核心支柱，在国际交往、文化交流、拉动内需、解决就业、丰富社会生活、促进经济发展、构建和谐社会、弘扬中华文化等方面发挥着越来越大的作用，旅游业已成为我国服务经济发展的重要产业，在我国经济发展中占有极其重要的位置。为了加快推动旅游业的发展，国务院发布了《关于加快发展旅游业的意见》，这是党中央和中国政府的伟大战略决策。

英语作为国际旅行的通用语言和主要交际工具，旅游从业人员的英语应用水平直接影响着我国旅游业的发展速度与服务质量。为了满足日益增长的旅游市场需求，培养社会急需的既有丰富旅游专业知识，又有过硬外语水平的专业人才，我们组织全国多所高等院校的长年从事北京导游英语教学和实践活动的专家教授，精心编写了此教材，旨在迅速提高大学生和旅行社导游从业者的专业英语应用水平，更好地服务于我国的旅游事业。

北京旅游景点导游英语是大学本科旅游管理专业的核心课程，也是导游从业者必须掌握的关键技能。本书作为普通高等教育旅游管理专业的特色教材，坚持科学发展观，严格按照教育部“加强职业教育、突出实践技能培养”的要求，针对大学旅游英语教学要求和职业能力培养目标，采用任务制、模块化组合、实例教学方式，注重强化听力、口语、阅读、翻译训练。本书的出版对学生尽快熟悉北京旅游景点英语导游服务业务要求、顺利从事旅游职业岗位工作具有特殊意义。

全书共分15个单元，以学习者应用能力培养为主线，根据国际旅游业发展越来越注重各国各民族文化旅游的新特点，结合中华古都、历史名城、名胜古迹游览，依照北京旅游景点英语导游服务场景、文化传播、工作流程、操作规范，主要介绍北京英语导游应具备的专业知识和技能，并突出“职业性、交际性、互动性、实效性和实用性”，注重语言技能与职业技能结合，体现了“在做中学”的教学理念。

由于本书融入了北京导游英语最新的实践教学理念，力求严谨，注重与时俱进，突出“以任务为导向，以学生为核心”的教育模式，注重从业就业能力实训，因此本书既可作为普通高等院校本科旅游管理专业的首选教材，同时兼顾专升本、高职、高等教育自学考试、成人教育教学，也可以用于旅行社从业者在职岗位培训，并为参加导游资格

取证考试提供辅导。

本书由李大军总体筹划并具体组织，杨昆和鄢莉主编，杨昆统改稿，谭明华、刘芊池为副主编，由黄中军教授审定。作者编写分工：牟惟仲（序言），杨昆（第1单元、第2单元、第3单元），鄢莉（第4单元、第6单元），谭明华（第5单元、第7单元），张凤霞（第8单元），刘芊池（第9单元、第14单元），梁艳智（第10单元），韩燕燕（第11单元），邹蓉（第12单元），张翠玲（第13单元、附录），王乃换（第15单元）；华燕萍（文字和版式修改），李晓新（制作教学课件），郑毅、商磊（音频录制）。

在教材编著过程中，我们参阅了大量北京导游英语的最新书刊资料、网络信息，以及国家新颁布实施的旅游管理法律和规章制度，并得到业内有关专家教授和旅游业务经理的具体指导，在此一并致谢。为了方便教师教学和学生学学习，本书还配有教学课件，读者可以从清华大学出版社网站（www.tup.com.cn）免费下载使用。因作者水平有限，书中粗疏浅陋之处在所难免，敬请专家和读者批评指正。

编者

Contents

目 录

Unit One Meeting Guests at the Airport	1
Learning Goals	1
Lead-in	1
Situational Conversations	3
Conversation 1. Meeting a Tour Group at the Airport	3
Conversation 2. Meeting a Tourist at the Airport	3
Useful Expressions	4
Reading	5
The Terminal 3 of Beijing Capital International Airport	5
Culture Salon	8
A Survey of China	8
Exercises	10
Tips for Tour Guides	11
How to Deal with the Checked Baggage Losses (Inbound Flight)	11
Unit Two Services En Route	13
Learning Goals	13
Lead-in	13
Situational Conversations	14
Conversation 1. On the Way to the Hotel (I)	14
Conversation 2. On the Way to the Hotel (II)	16
Useful Expressions	18
Reading	19
The Profile of Beijing	20
Culture Salon	21
Confucianism—the Essence of Traditional Chinese Culture	21
Exercises	23
Tips for Tour Guides	24
How to Arrange the Shopping for the Tourists	24



Unit Three Hotel and Catering Service	26
Learning Goals	26
Lead-in	26
Situational Conversations	28
Conversation 1. Check-in at a Hotel	28
Conversation 2. Introduce Hotel Services and Facilities	29
Useful Expressions	30
Reading	33
Chinese Culinary Art	33
Culture Salon	35
Four Main Cuisines in China	35
Exercises	37
Tips for Tour Guides	38
How to Deal with the Tourists' Requests for Changing Food	38
Unit Four Tian'anmen—The Tour of the Biggest City Center Square	39
Learning Goals	39
Lead-in	39
Situational Conversations	41
Conversation 1. Tian'anmen Rostrum	41
Conversation 2. Tian'anmen Square	43
Useful Expressions	46
Reading	48
Commentary of Tian'anmen Square	48
Culture Salon	50
Yin-Yang and Five Elements	50
Exercises	52
Tips for Tour Guides	54
How to Deal with the Tourists' Passport Missing	54
Unit Five The Palace Museum—The Tour of Imperial Palace	55
Learning Goals	55
Lead-in	55
Situational Conversations	58
Conversation 1. The Meridian Gate	58
Conversation 2. The Symbolism of the Architecture in the Palace Museum	60
Useful Expressions	63
Reading	64
The Outer Court and Inner Palace	64
Culture Salon	68
Fengshui and the Traditional Chinese Architectures	68

Exercises	69
Tips for Tour Guides	71
How to Deal with the Tourists' Getting Lost during Sightseeing	71
Unit Six The Summer Palace—The Tour of Imperial Garden	72
Learning Goals	72
Lead-in	72
Situational Conversations	75
Conversation 1. The Palace Area	75
Conversation 2. The Front Hill Area	78
Useful Expressions	82
Reading	83
The Kunming Lake	83
Culture Salon	85
Chinese Gardens	85
Exercises	87
Tips for Tour Guides	89
How to Prevent Tourists from Getting Lost during Sightseeing	89
Unit Seven The Temple of Heaven—The Tour of Imperial Altar and Temple	90
Learning Goals	90
Lead-in	90
Situational Conversations	93
Conversation 1. The Hall of Prayer for Good Harvests	93
Conversation 2. The Imperial Vault of Heaven	95
Useful Expressions	97
Reading	99
The Circular Mound Altar	99
Culture Salon	101
Symbolism and Traditional Chinese Architectures	101
Exercises	103
Tips for Tour Guides	105
How to Deal with the Sick Tourists During the Sightseeing	105
Unit Eight The Great Wall—The Longest Defensive Project	106
Learning Goals	106
Lead-in	106
Situational Conversations	108
Conversation 1. The Great Wall at Badaling	108
Conversation 2. The Construction of the Great Wall	109
Useful Expressions	110
Reading	111



The Legend of Meng Jiangnv.....	111
Culture Salon.....	112
<i>The Art of War</i> and Chinese Military Thought.....	112
Exercises.....	113
Tips for Tour Guides.....	115
How to Deal with the Injured Tourists during the Sightseeing.....	115
Unit Nine The Ming Tombs—The Tour of Imperial Tombs.....	116
Learning Goals.....	116
Lead-in.....	116
Situational Conversations.....	118
Conversation 1. The Sacred Way of the Ming Tombs.....	118
Conversation 2. Changling (Emperor Yongle's Tomb).....	120
Useful Expressions.....	122
Reading.....	124
The Underground Palace of Dingling.....	124
Culture Salon.....	127
Imperial Mausoleum Architecture and Feng Shui.....	127
Exercises.....	128
Tips for Tour Guides.....	129
How to Deal with a Traffic Accident during the Tour.....	129
Unit Ten Beijing's Olympic Venues—The Tour of Beijing Olympics.....	131
Learning Goals.....	131
Lead-in.....	131
Situational Conversations.....	133
Conversation 1. National Stadium—Bird's Nest.....	133
Conversation 2. National Aquatics Center — Water Cube.....	135
Useful Expressions.....	138
Reading.....	139
Olympic Green.....	139
Culture Salon.....	141
Chinese Dragon Culture.....	141
Exercises.....	143
Tips for Tour Guides.....	144
How to Deal with a Fire Accident during the Group's Stay in a Hotel.....	144
Unit Eleven The Tour of Hutongs in Beijing.....	145
Learning Goals.....	145
Lead-in.....	145
Situational Conversations.....	146
Conversation 1. Hutong Tour in Shichahai Area.....	146

Conversation 2. The Mansion of Prince Gong	148
Useful Expressions	151
Reading	152
Hutong and Siheyuan in Beijing	152
Culture Salon	154
Peking Opera	154
Exercises	156
Tips for Tour Guides	157
How to Deal with the Tourists' Complaint about Poor Service	157
Unit Twelve The Tour of Museums in Beijing	158
Learning Goals	158
Lead-in	158
Situational Conversations	160
Conversation 1. The Capital Museum	160
Conversation 2. The Zhoukoudian Peking Man Site	161
Useful Expressions	165
Reading	166
The National Museum of China	166
Culture Salon	169
Chinese Traditional Festivals	169
Exercises	172
Tips for Tour Guides	174
How to Deal with the Tourists' Quitting Group during the Trip	174
Unit Thirteen The Tour of Culture and Art in Beijing	175
Learning Goals	175
Lead-in	175
Situational Conversations	177
Conversation 1. Liulichang Cultural Street	177
Conversation 2. Nanluoguxiang	178
Useful Expressions	180
Reading	182
The 798 Art District	182
Culture Salon	184
Temple Fairs in Beijing	184
Exercises	186
Tips for Tour Guides	188
How to Deal with Missing Tourists upon their Arrival at the Airport	188
Unit Fourteen The Tour of Religious Art and Culture in Beijing	190
Learning Goals	190








Lead-in	190
Situational Conversations	193
Conversation 1. The Lama Temple	193
Conversation 2. The Confucius Temple and the Imperial College	196
Useful Expressions	199
Reading	201
The White Cloud Temple and Taoism	202
Culture Salon	204
Religions in China	204
Exercises	206
Tips for Tour Guides	208
How to Receive Religious Tourists	208
Unit Fifteen Sending Tourists Off	209
Learning Goals	209
Lead-in	209
Situational Conversations	211
Conversation 1. Checking Out at a Hotel	211
Conversation 2. Sending Guests Off at the Airport	211
Conversation 3. Checking in at the Airport	212
Useful Expressions	213
Reading	215
Farewell Speeches	215
Culture Salon	217
Chinese Zodiac	217
Exercises	219
Tips for Tour Guides	220
How to Deal with the Incident of Missing the Airplane	220
Emperors of the Ming Dynasty	222
Emperors of the Qing Dynasty	223
Terminology of Guiding Service	224
Reference	229

Unit One

Meeting Guests at the Airport

Learning Goals

In this Unit, you will learn to

-  Be a qualified tour guide
-  Prepare for receiving a new tour group
-  Receive guests at the airport
-  Introduce the T3 airport briefly
-  Deal with the checked baggage losses

Lead-in

I. Look at the items in the pictures, which a tour guide has to carry when he or she goes to meet guests at the airport. Fill in the blanks in the following paragraph with the help of the pictures.



When receiving a tour group, the guide should always wear his/her tour guide 1 and carry with him/her a copy of certificate, 2, copies of the insurance, various vouchers for settlement, a 3 with tour group's name, a megaphone, business cards. If there are more than 10 members in a group, the guide should prepare a 4 of travel agency.

II. Listen to the passage about the obligations of a tour guide, and fill in the blanks with the missing words you have heard from the CD.

During escorting tourists on their travels, a tour guide not only provides them with ___ 1 ___, but also does a wide range of tasks.

First of all, a tour guide's job scope is broad, including various tasks, such as meeting and ___ 2 ___, checking in and checking out, arranging food and accommodation, providing en route services, giving tour advice, dealing with ___ 3 ___ and emergencies, doing pre-tour and post-tour jobs. In addition, tour guides act as educators, instructors and ___ 4 ___ experts in local and national history, culture and other nature science and humanities.

Next, a guide is the representative of a travel agency. He or she will help shape the first impression to visitors. His or her quality of service contributes to the building of corporate ___ 5 ___ and the promotion of tourism resources.

Finally, meeting people from all over the world and with various cultural backgrounds, a guide is committed to acting as a folk ambassador, and to letting more foreign guests enhance their ___ 6 ___ about China and Chinese people.

III. Read the following terms and the job descriptions. Match the term with correct job.

The Local Guide He/She is assigned by the travel service to organize the tour group. He/She accompanies the tour group from the passengers' point of departure to their safe return, and supervises the implementation of contract by the local agency.

The National Guide He/She is assigned by the travel service at the tourist destination. He/She is in charge of the liaison work for the inbound tour group and supervises the implementation of contract by the local agency.

The Tour Leader
(The Tour Escort) He/She is assigned by the local travel agency. He/She meets the tourists and provides the local guiding service.



New Words and Expressions

voucher	['vaʊtʃə]	n.	证件; 凭单
megaphone	['megəfəʊn]	n.	扩音器; 话筒
escort	['eskɔ:t]	n.	陪同; 护送
emergency	['i:mə:dʒənsi]	n.	紧急情况; 突然事件
humanity	[hju:'mæniti]	n.	人性; 人道
ambassador	[æm'bæsədə]	n.	大使; 使节

**Proper Nouns**

travel agency 旅行社

en route services 途中服务

The Local Guide 地陪

The National Guide 全陪

The Tour Leader (The Tour Escort) 领队

Situational Conversations**Conversation 1. Meeting a Tour Group at the Airport**

Wang Yi, a professional guide from the China International Travel Service Head Office, is to meet a tour group from the United States at the Terminal 3, the Beijing Capital International Airport. Now, Mr. Smith, the tour leader is walking to Wang Yi.

(A: Wang Yi B: Mr. Smith)

- A: Hello, I'm John Smith, the tour leader of Sunny Tour. I see the sign you are holding, so I think you are the one we're looking for.
- B: Yes, Mr. Smith. Absolutely right. I'm Wang Yi, the guide from CITS Beijing Branch. Nice to meet you!
- A: Nice to meet you too. Sorry to have kept you waiting. We have brought much luggage with us. So it took us quite a while to go through all the formalities. My members are all here.
- B: We have a group of 15, right?
- A: That's right. Attention please, everyone. Here is our guide Wang Yi. Please say "hello".
- B: Ladies and gentlemen, welcome to Beijing. Our coach is waiting outside. Please check your baggage again.
- A: Ok. We are ready. Shall we go now?
- B: All right. Ladies and gentlemen, go this way, please!

Conversation 2. Meeting a Tourist at the Airport

The tour guide Wang Yi is at the airport to meet Ms. Rose, a tourist from the United States.

(A: Wang Yi B: Ms. Rose)

- A: Excuse me, madam. Are you Ms. Rose from the United States?
- B: Yes, I am. Are you the tour guide from CITS?
- A: You are right, madam. I am Wang Yi, your local guide. Welcome to Beijing, Ms. Rose. Nice to meet you.
- B: Nice to meet you too.
- A: How was your trip? It was quite a long flight.