



浙江省普通高校“十三五”新形态教材

ENGLISH FOR TOURISM

旅游英语

胡 琰 黄笑菡 / 主 编



ZHEJIANG UNIVERSITY PRESS
浙江大学出版社



浙江省普通高校“十三五”新形态教材

ENGLISH FOR TOURISM

旅游英语

胡 琰 黄笑菡 /主 编

张 洁 俞晓霞 朱旻媛 /编 者
刘 霜 颜碧宇 苏 鸯



ZHEJIANG UNIVERSITY PRESS
浙江大学出版社

图书在版编目 (CIP) 数据

旅游英语 / 胡琰, 黄笑菡主编. — 杭州: 浙江大学出版社, 2019. 4
ISBN 978-7-308-19073-2

I. ①旅… II. ①胡… ②黄… III. ①旅游—英语—
高等职业教育—教材 IV. ①F59

中国版本图书馆CIP数据核字(2019)第067984号

旅游英语

胡琰 黄笑菡 主编

责任编辑 陈丽勋
责任校对 於国娟 董齐琪
封面设计 春天书装
出版发行 浙江大学出版社
(杭州市天目山路148号 邮政编码 310007)
(网址: <http://www.zjupress.com>)
排 版 杭州林智广告有限公司
印 刷 杭州高腾印务有限公司
开 本 787mm×1092mm 1/16
印 张 9.75
字 数 240千
版 印 次 2019年4月第1版 2019年4月第1次印刷
书 号 ISBN 978-7-308-19073-2
定 价 32.00元

版权所有 翻印必究 印装差错 负责调换

浙江大学出版社市场运营中心联系方式: 0571-88925591; <http://zjdxcbbs.tmall.com>

前 言

本教材以培养学生的行业英语能力为核心，提供涉外导游及旅行社业务核心环节的技能训练，突出其英语交际能力，兼顾专业阅读、翻译、写作能力及语用与跨文化意识的培养，旨在实现语言技能与专业能力相互交融、共同培养的目标。

一、教材设计

（一）内容组织

本教材基于语言，强调语境，将英语语言教学与旅游管理、导游基础专业知识相结合，以职业能力为依托，以语言为载体，以语境培养、职业素养培养为教学目标实现的途径，通过融合专业背景、职业能力与语境培养于一体的教学项目设计，从涉外旅行社服务最为主要的三大职业岗位出发，以其典型的工作过程为参照系来组织内容，提炼包括涉外导游、领队、旅行策划师等岗位核心技能作为教材每一章的主要项目任务，设计了欢迎辞、酒店服务、餐饮服务、购物与娱乐、景点导游、旅游路线策划及推介等项目化教学内容。学生以旅行社职场为教学背景，展开不同教学任务的学习与训练，并借助新形态教学资源进行课外自主学习。

本教材每章配以出境实用英语与地方特色旅游英语为拓展模块，作为通识文化类知识补充。

（二）适用对象

本教材可供旅游类各专业学生使用，也适用于应用英语、商务英语专业学生进行选修课程的学习，其通识类部分还能为高职院校公选课、旅行社在职人员培训所用。本教材模块化的布局可灵活满足各类相关专业及课程教学的需要，本教材所附的微课程平台与精品在线资源平台可进行相关内容的自学与交流互动。

二、教学设计

（一）语言知识与语言技能双向兼顾

本教材运用职业教育的理论来组织内容，以语言类教材的形式呈现给使用者。充分考虑高职学生英语学习的情况及人才培养目标，设计了对接职场、对口岗位的核心工作环节的核心工作任务，每章既包含语言知识如词汇、句型、句法，又突出基本语言技能如听、说、读、写、译的专项训练。每章的知识目标与能力目标设定明确，任

务即实际工作问题，突出岗位对应性。

（二）课堂活动与课外学习相得益彰

本教材充分融合智慧教育大背景下教学资源模态化、智能化、泛在化、个性化的特点，教材内容与任务的设计兼顾课堂活动的展现与课外的自主学习，从教学管理、教学实施、教学评价三方面都采用“线上+线下”“课堂+网络”双线并行的方式，给予使用者更多自由组织教学活动、延展教学内容、丰富教学方法的空间。

（三）语用意识、跨文化意识与职业素养综合培养

本教材设计始终以语用意识、职场意识为主旨，同时关照对语言文化教学中重要的跨文化意识的灌输，在课内部分方便教师进行讲解，对于基础较好、自主能力较强的学习者，也可扩展课外部分的知识点进行充分的自学。

三、教材结构

本教材共分为两大模块——以旅行社业务为主体模块，出境旅游指南与地方特色旅游为知识拓展模块。主体模块突出导游及旅行社核心岗位的能力训练，包括六大微主题，每个微主题下涵盖两项具体而实际的核心工作项目训练；拓展模块之出境旅游指南突出境外旅游常识及领队业务技能，地方特色旅游则突出区域特色与文化常识。

（一）课内部分

1. Situation——相关职场任务设定背景解析
2. Learning Objectives——本章学习知识目标、能力目标
3. Sample——案例教学
4. Summary——根据案例，总结相应知识点、重点及难点
5. Exercises——根据案例，设计不同题型的练习
6. Expressions——相关职场任务的常用句型及表达方式
7. Projects——相关职场任务的对应性工作项目

（二）课外部分

1. Lead-in——与主题相关的导入部分，通过多元化的形式或课外自学、课前准备的形式帮助学习者了解本单元微主题工作过程中的相关背景知识点。此部分既可为课内也可为课外（前）教学安排，可与在线资源结合实施“翻转课堂”教学

2. Word Pool——与主题相关的专有词汇列表，含音标及注释

3. Supplementary——与课内Sample部分相得益彰的课外补充材料，可提供与Sample相仿的案例或者是基于Sample的延展性案例

4. Reference Kit——体现教材的新形态及多模态，提供相关教学素材的二维码，

可供学生充分自主安排课外学习

5. Further Ahead——拓展模块，每节末尾补充出境实用旅游攻略或地方旅游特色介绍内容；针对补充内容，配备相应听力习题

为了更好地开展立体化教学，本教材以浙江省在线精品课程平台为依托，完善各种多模态教学资源的网络化、体系化构建，作为教材及教学的有效补充，更好地为师生的教与学所用。

课程网址详见：<http://zjedu.moocollege.com/course/detail/1868>。

本教材编写组由湖州职业技术学院（胡琰、黄笑菡、张洁、俞晓霞、朱旻媛、刘霜）及温州职业技术学院（颜碧宇、苏鸯）等院校英语专业及旅游管理专业教师组成。其中胡琰承担了第一章（Reception）、第六章（Service）的编写任务，黄笑菡承担第四章（Activity）的编写任务，颜碧宇与张洁承担了第二章（Hotel）的编写任务，俞晓霞与朱旻媛承担了第三章（Food）的编写任务，苏鸯与刘霜承担了第五章（Sightseeing）的编写任务。

由于编者水平有限，书中如有不当之处，欢迎广大读者批评指正。

编者
2018年12月

Background

Elena is a graduate and an intern tour guide, who has just been enrolled by CYTS (China Youth Travel Service). As a green hand to the workplace, she still has many puzzles and difficulties to face with.



Teacher W, what shall I do to better serve my tour group? I think I need to review my professional knowledge and skills again.



Don't worry, Elena, just recall what you have studied in our class. Tour guide is the soul of modern tourism industry, who provides assistance, information and cultural, historical, and contemporary heritage interpretation to people on organized tours. Other relevant responsibilities demand a tour guide's professionalism on coordination, communication, and flexibility.

Let's shift to the major workplaces of a tour guide and zoom in the routine tasks.

CONTENTS

Chapter 1 Reception

Part 1 Airport Pick-up / 2

Part 2 Welcome Speech / 12

Chapter 2 Hotel

Part 1 Facilities and Services / 24

Part 2 Dealing with Complaints / 36

Chapter 3 Food

Part 1 Chinese and Western Food / 46

Part 2 Group Dining / 59

Chapter 4 Activity

Part 1 Souvenir Shopping / 70

Part 2 Recreation Options / 85

Chapter 5 Sightseeing

Part 1 Briefing on Scenic Spot / 98

Part 2 Handling Emergencies / 113

Chapter 6 Service

Part 1 Itinerary Planning / 124

Part 2 Tourism Promotion / 137

Chapter 1

Reception



Reception is the first step for a tour guide's serial jobs. And we may also regard it as the first meeting between a tour guide and his/her tourists, and as the first show of a tour guide's professionalism and personal charm.

In this chapter, you will learn some practical English expressions concerning routine jobs for a tour guide meeting his/her foreign tour group at the airport and taking them from the airport to hotel. You shall remember a tour guide's professional skills, his/her words and conduct, personality and characteristics, which not only constitute his/her personal image, but also the tourists' impression on the city or even the country. Thus, reception is extraordinarily crucial and significant.



Part 1 Airport Pick-up



Situation

Airport pick-up is very important for a local guide whose words and conduct, and personal image will even influence tourists' impression on a foreign country. How should a local guide behave properly when receiving tourists at the airport?



Learning Objectives

In this part, you will get communicative skill practice.

You will learn:

- ◎ Preparations for a green-hand tour guide before receiving a tour group;
- ◎ The customary procedures for greeting a tour group at the airport.



Lead-in

1. What is the difference among tour leader, tour guide, and scenic spot guide? Match the following posts on the left with the job responsibilities on the right.

tour guide

to ensure the tourists get what they paid for, facilitating the flight, protecting the safety of tourists, solving problems, and making sure they have a good time

tour leader

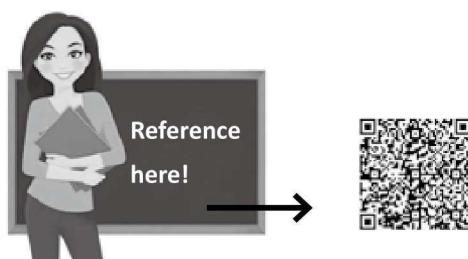
to arrange tour activities at a scenic spot, entailing providing commentary, routing the tour, and seeing that people have a good time at the scenic spot

scenic spot guide

to carry out the travel plan and offer the arrangement of activities, explanation and interpretation services to the tourists in certain local area

2. Can you tell us some famous national travel agencies?

3. What should a tour guide do before and during the airport pick-up?



Word Pool

luggage claim section/area 行李提取处

carry-on luggage 随身携带的行李

carousel [ˈkærəʊsel] *n.* (机场) 行李传送带

airline [ˈeɪləɪn] *n.* 航空公司; 航线

check-in counter 值机柜台

checked luggage 托运行李

luggage claim tag/check 行李认领标签

collect [kəˈlekt] *v.* 领取 (行李)

flight number 航班号

luggage office (机场) 行李处

Sample

(Elena is holding the welcome board, standing in front of the International Arrivals to wait for her foreign group.)

A: Mr. Brown, a tour leader from the US

B: Elena, a tour guide from CYTS

A: Excuse me! Are you Mr. Brown from San Francisco?

B: Yes, Jim Brown. And you are...

A: Elena, your tour guide from China Youth Travel Service. Nice to see you, Mr. Brown.

B: Nice to see you, Elena. Thank you for your coming to meet us at the airport.

A: My pleasure. How was the flight, Mr. Brown?

B: Pretty good overall, and it's our first visit to China, for which we have been longing for years.

A: Really? Then I can assure you that during your stay in China, you'll have plenty of time to see many interesting places, experience diversified Chinese folk culture, and taste delicious Chinese cuisine, and you'll find your trip to China is worthwhile.

Recognizing

Self-introduction
&
greeting

Asking about
journey

B: Great!

A: Mr. Brown, would you please check if all your members and your luggage are here right now? Our coach is waiting outside.

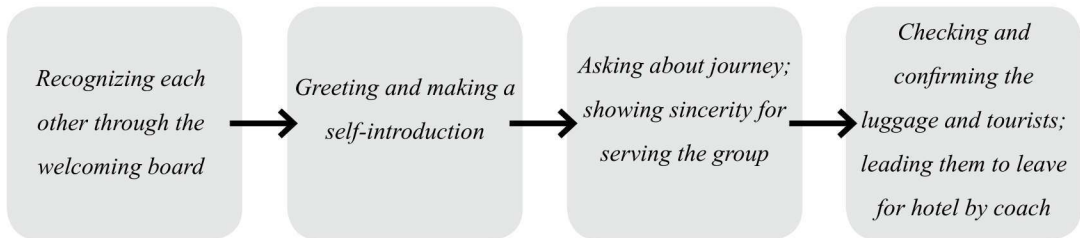
B: Wait a moment, please. Let me check it.

Asking the tour leader to check luggage and group members & leading the group to the coach



Summary

Major steps for receiving a tour group at the airport



Keys for successful airport pick-up

Enough preparation beforehand—get familiar with the name of the tour group, especially the tour leader's name and the name list of the whole group; prepare welcoming board; arrange pick-up coach and driver.

Before setting off—recheck and reconfirm information, like flight No., airline, departure time, arrival time and airport terminal; reserve sufficient time to leave earlier for airport in case of rush hour, heavy traffic, and bad weather; if possible, contact with the tour leader ahead of the boarding time.

During reception—follow the steps and display regular etiquette; welcome the group warmly and take the group to the destination efficiently; deal with any possible problems in a helpful way.



Teacher W, why is a tour guide's impression so crucial? What kind of impression should I make on my tour group?

Be cautious to your conduct.

Elena, please bear in your mind that being a tour guide is a very important job. In many cases, the tour guide is a traveler's first impression of a foreign country. A tour guide may be responsible for teaching tourists about the culture and sites in a city or town. Thus he/she becomes the icon of that culture and place.

Even if you are only responsible for taking tourists from the airport to the hotel, it is your responsibility to make the short trip interesting, informative, and safe.



Scan the QR code to get access to the audio recording and the keys.

**Exercises**

1. Listen and fill in the blanks with what you hear and then do an oral work to practice it.

A: A local guide from CITS (China International Travel Service)

B: Doris, a tour leader from UK

C: All tourists

A: Excuse me, are you the (1) _____ from Eyou London Travel Agency by the flight No. BA39?

B: Yes, we are.

A: Welcome to Shanghai. I'm Sam from Shanghai Branch of CITS. The travel service has sent me here to meet you. Who is the group leader, please?

B: It's me, Doris.

A: (2) _____, Doris. Nice to meet you all, ladies and gentlemen.

C: Nice to meet you, too. It's very kind of you to meet us here at the airport.

A: My pleasure. During your visit to Shanghai, I'll be your tour guide.

B: That will be great.

A: Do you have any (3) _____ to collect?

B: Yes, we checked eight traveling bags.

A: Let's wait here then.

(In a short while, the checked luggage was sent to the luggage claim section and the tour group got their checked bags.)

B: We have got back the checked bags now. Shall we (4) _____ now?

A: Yes. Follow me, please. A CITS bus is waiting for us at the (5) _____.

B: It's very (6) _____ of you to make this arrangement.

2. Translate the following sentences into Chinese or English.

- (1) On behalf of Hangzhou International Travel Service, I'm delighted to welcome all of you from afar to Hangzhou.
- (2) Here are some brochures that describe various tour routes in Zhejiang. You may choose any one you like.
- (3) I can't bear suffering jetlag after each long flight.
- (4) Will you please take your luggage and follow me? The coach is waiting outside.
- (5) Do you know where the baggage claim is?
- (6) 我是中国青年旅行社的导游。
- (7) 请问我们旅行团的人都到齐了吗?
- (8) 你们的行李将会由一辆车送往酒店, 因此大家不必担心。
- (9) 如果一切准备好了, 我们最好动身去酒店吧。
- (10) 感谢您前来机场接待我们。

Expressions

Tour guide

- ⊙ Excuse me. Are you the tour escort of ABC Tour Group from Boston, the US?
- ⊙ I'm Jocelyn, a tour guide from CYTS.
- ⊙ How is the trip?
- ⊙ How many pieces of luggage do you have all together?
- ⊙ You must be very tired after such a long journey.

Tourists

- ⊙ It's very considerate of you to arrange our itinerary.
- ⊙ What's the weather like in Beijing these days?
- ⊙ How many spots and historical sites are there in Beijing?
- ⊙ I'm not familiar with the place. I'm ready to hear your suggestions.
- ⊙ Could you be kind enough to make some alternations to the itinerary?

Supplementary

Receiving Tourists at the Airport

On the day when a tour group arrives, there are many jobs for a tour guide to do to ensure that everything goes smoothly.

Before the arrival of a tour group, as a tour guide, you have a number of duties to attend to. Firstly, you should call the reception desk at the airport to confirm the exact time of arrival of the

flight. Then contact the bus driver to pick you up and travel by bus to the airport. On the way to the airport, it is best to remind the driver of what is on the tour itinerary and ensure that he has a copy. Please make sure that you arrive at the airport at least 30 minutes before the arrival time of the flight.

Secondly, when arriving at the airport, make sure that the driver chooses a convenient parking space so that the tourists can get on the bus easily and safely.

Thirdly, go to the airport lobby and reconfirm the arrival time. Then contact a porter and tell him where the bus is parked so that he knows where to take the luggage.

Fourthly, go and stand by the exit barrier with the tour flag or a sign. Make sure you will be easily seen so that the tourists can recognize you as soon as they exit. International groups often have a tour leader with them, so make contact as soon as you can. You can ask questions like this: “Excuse me, are you the UC Tour Group?” or “Are you Mr. Smith from the MRB Travel Agency of Australia?” Then you should tell them your name and your travel agency. Check their names and flight numbers. Next, check that all the luggage has been claimed and collected by the porter for transfer to the bus.

When everybody is ready, guide the tour group to the bus and ask the driver to help tourists store their luggage. Stand by the door of the bus, smiling and silently counting to make sure that everyone is on the bus.

Projects

Situation 1 Work in pairs. Lily, a tour guide from CITS, is meeting Mr. White, the tour leader of a tour group from Canada. Practice making a short conversation with reference to the expressions below.



- ◎ Welcome to Hangzhou. Glad to meet you.
- ◎ I'm your local tour guide during your stay in Hangzhou.
- ◎ I hope you'll have a pleasant stay here.

- ◎ Glad to meet you, too.
- ◎ Thank you for coming to meet us here.
- ◎ Allow me to introduce you to the group.

Situation 2 Work in pairs. Practice making a conversation between a local guide and a tourist about looking for his/her missing luggage at the airport with reference to the expressions below.



- ◎ My briefcase hasn't come out yet.
- ◎ Black, about 20 cm wide and 30 cm long.
- ◎ What should we do now?

- ◎ Don't worry. I'll help you find it.
- ◎ What color is it? What's the size?
- ◎ Let's go to the Luggage Office.



Reference Kit



The video lesson provides you with more vivid instructions. Pay 10 yuan, and you can get access to all the video lessons in this book.

Compare your practice with the showcases containing in the QR code.



For more luggage problems at the airport, you may consult this for help.

Further Ahead

English at Airport

Public signs

Board notices, which include written words or symbolic forms of indication and cautions at the most, used in public facilities, and here specifically refers to the airport. Indicating is the most basic function that is performed in sign language, thus the indicative signs for directing and locating account for the most portion for signs at the airport. Cautions include words of warning, restricting, and compelling.



No Flash Allowed



Do Not Step On

公示语

机场公示语特指适用于机场的一种告示牌，通常由文字或图标组成，含指示、警示意义等。公示语最基本的功能是指示功能，因此指示语是机场公示语中最常见的一类，起着引导、定位作用，起警示作用的公示语则指代那种含警告、限制或强制性禁令语的公示语。



Check in Without
Baggage



Not for Drinking

Know more about public signs—language features and translation skills.



Airline code

IATA airline designators, sometimes called IATA reservation codes, are two-letter codes assigned by the International Air Transport Association (IATA) to the world's airlines. IATA airline designators are used to identify an airline for commercial purposes in reservations, timetables, tickets, tariffs, air waybills, telecommunications, and the airline application as well.

