

全国高素质技术技能人才培养立体化系列教材·旅游英语

总主编 彭萍



A New English Coursebook for Tour Guides



新编

导游英语教程

杨义德 主编



对外经济贸易大学出版社
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出版说明

本系列教材是国家职业教育改革和全域旅游发展的客观要求。2015年，国家旅游局局长李金早提出“全域旅游”的发展理念，将区域整体作为功能完整的旅游目的地进行建设，实现区域资源有机整合、产业融合发展、社会共建共享。现代旅游职业教育如何适应旅游产业的改革需求，以全域理念引领职业教育改革方向，搭建产教融合、多元办学、协调开放的区域旅游人才培养协同育人合作机制，成为现代旅游职业教育改革的主要任务。2019年《国家职业教育改革实施方案》（国发〔2019〕4号）明确提出，“建设一大批校企‘双元’合作开发的国家规划教材，倡导使用新型活页式、工作手册式教材并配套开发信息化资源，每三年修订一次教材，专业教材随信息技术发展和产业升级情况及时动态更新。”

教材建设是教学内容的支撑和依据，也是实现课程改革的重要载体。加快现代旅游职业教育教材改革与创新，是更新教学内容、推进教学改革、提高人才培养质量的重要措施。

为了更好地服务我国现代旅游产业发展，对外经济贸易大学出版社专门针对国家职业教育改革实施方案改革要求，推出本套系列“双元”合作开发教材——全国高素质技术技能人才培养立体化系列教材·旅游英语。

本套教材按照“工学结合、动态更新、立体展示”的指导思想进行整体规划，突出产教融合、校企“双元”育人，强调校企共同开发反映现代旅游企业新技术、新流程、新标准的课程教学内容和职业能力标准，校企合作编写和开发符合现代服务业实际和旅游接待行业最新趋势的教材。本套教材适用于应用型本科院校和高职院校。

本套教材具有以下特点：

第一，工学结合、双元开发。教材编写团队来自本科院校和高职院校从事旅游教学的一线骨干教师与实践经验丰富的企业人员。教材内容根据现代旅游企业最新的服务技术、流程、规范和标准进行教材内容的编写，校企共同开发符合旅游服务岗位工作过程的教学内容，突出工作任务引领和项目导向。

第二，动态更新、立体展示。教材内容及时跟进全球旅游产业发展新业态，动态更新教学内容，及时补充更新服务流程和接待规范，帮助学生了解国际旅游产业最新

发展状况，使教材内容保持较高的“技术追随度”，能够体现本专业最新知识以及新方法、新流程、新规范和新标准。教材配套开发信息化资源、案例和教学项目，建立动态化、立体化教材和教学资源体系，使旅游专业教材能够紧随旅游产业升级和现代信息技术应用手段，辅助学生和企业员工开展多种形式的学习和继续教育。相关资源可登录 www.uibepresources.com 下载。

第三，行动导向、岗位培训。本套教材以“行动导向”为指引，以工作过程系统化课程开发为手段，强调以学生为中心的教材设计理念。教材面向学生个性发展需要，重点培养学生解决问题的能力和合作式学习方法，强调以典型工作情境中的案例分析为方式的项目式学习。

根据本次改革的方向和职业能力标准，首次筛选出以下书目：

语言技能类

旅游英语综合教程 旅游接待英语

旅游英语阅读 旅游英语翻译

专业技能类

景点讲解实务（双语版） 新编导游英语教程

餐饮与酒水服务

参与本套教材编写的团队来自国内高水平本科院校和高职院校，担任教材主编的老师和企业专家具有多年的教学经验和企业工作经验。同时本套教材邀请了具有丰富旅游职业教育改革实践的专家学者和具有丰富旅游企业经营管理实践的一线企业顾问进行指导，保证了教材编写质量。

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前 言

21 世纪是中国旅游飞速发展的黄金时期。据世界旅游组织统计，2018 年我国已经成为全球最大的客源输出国和第三大旅游目的地国。美丽多彩的中国以其叹为观止的自然景观和人文景致吸引着无数中外游客。

本教材以向外国游人介绍中国主要的风景名胜为要旨。它的主要特点可概括为：内容新颖、资料翔实、语言简练、练习多样。它非常适合应用型本科和高职高专旅游管理、涉外旅游、旅游英语等专业学生使用，也可供有志于报考英文导游证书的考生参考。

本教材分为 10 个单元，按照英文导游的工作流程，将工作任务划分为 10 大模块，即：机场迎客、致欢迎词、沿途讲解、送入酒店、自然景观导游、人文景观导游、餐饮服务、娱乐服务、应急处理和机场送别等。每一个模块结合一个省份的重点风景区进行讲解，进而使得工作任务这一主线和景区讲解这一辅线的有机结合。

本教材有 10 个单元，每个单元均包含 4 个部分：

第一部分（Section A）听力训练，包含该省区一个景点概述和景点对话；

第二部分（Section B）讲解训练，突出该省区主要旅游景点的讲解；

第三部分（Section C）介绍导游讲解方法。根据我国英语导游的实践经验，总结并提炼出具有中国特色的英语导游讲解方法共 10 种；

第四部分（Section D）实践与练习。目的在于以较丰富的题型巩固学生对课文内容的理解，同时也涵盖了英语导游过程中应当注意的导游规范和应变处理的原则等。为学生从事实际的导游工作奠定良好的基础。

此外，第一部分和第二部分配有录音（请扫封底二维码）。标准流利的美式英语将极大地方便学生仿读和学习。

本教材除了正文之外，还有四项内容的附录。主要有：

1. 中国的世界遗产名录；
2. 旅游景点名称翻译；
3. 录音稿；
4. 练习答案。

本书的主编杨义德和副主编魏微、苏丹、赖玺婷等皆为从事旅游英语教学的资深一

线教师，具有丰富的英文导游带团和指导经验。

本教材在编写过程中得到了有关专家的鼎力支持与配合。我们先后受到了广东省文化与旅游厅、珠海市文化体育旅游局、广东长隆集团、广东省拱北口岸中国旅行社等单位的大力支持与帮助，在此一并致谢！

编 者

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Meet Tourists at the Airport

1

Module

Section A Listening

I. Listen to a passage and fill in the blanks.

The Chinese Great Wall is the great construction in the history of human ①_____. It was praised as the Eighth Wonder of the World many years ago.

The construction of the Great Wall began from the Spring and Autumn Period (770 BC-221 BC).

After ②_____ of China by Qinshihuang (the first emperor in China), Qinshihuang ordered his people to build a new wall on the base of the original one in large scale.

Subsequent dynasties continued to strengthen and extend the wall. The most impressive part of the wall from Shanhaiguan in Hebei Province to Jiayuguan in Gansu Province were built by Ming Dynasty (1368-1644).

The Great Wall is 7.8 meters high, 6.5 meters across at its base and 5.8 meters at its top. There is a ③_____ up to about 12 meters every one hundred meters. A recent survey puts the length into 8,851 kilometers.

The Great Wall is the ④_____ of the Chinese civilization. It is the fruit of the Chinese nation's wisdom. Now, the Great Wall is the famous scenic spot ⑤_____ tens of thousands of tourists.

There is a well-known Chinese saying on the wall, "He who has never been to the Great Wall is not a true man." The Great Wall was selected on the list of the World Heritage in 1987.

II. Listen to a dialogue and fill in the blanks.

Dialogue The Forbidden City

A tour guide takes the Browns to the Forbidden City. Now they are arriving at the entrance to the palace.

(T: tourists G: tour guide)

G: This is the former imperial palace, also known as the purple forbidden city. It is the largest and most well preserved imperial residence in China.

T: Why is it called the purple forbidden city?

G: According to ancient Chinese astronomers there are 24 stars in heaven while the purple star sits in the centre just as China lies in the centre of the world. Furthermore, the city is inaccessible to the common people, so it got its name “zijin” meaning purple and forbidden.

T: Yeah, we got it.

G: ① _____ . It is 960 meters long from north to south and 750 meters wide from east to west. It has 9,900 rooms under a total roof area of 150,000 square meters. A 52-meter-wide moat encircles a 9.9-meter-high wall which encloses the complex. Octagon shaped turrets rest on the four corners of the wall. There are four entrances into the city, the Meridian Gate to the south, the Shenwu Gate (Gate of Military Prowess) to the north, the Xihua Gate (Western Flowery Gate) to the west, and the Donghua (Eastern Flowery Gate) to the east.

T: It is so magnificent! How long ago was the whole palace completed?

G: ② _____ . More than 230,000 artisans and one million laborers are employed. For five centuries it had been the residence of 24 emperors until 1911 when the last emperor Puyi was forced to abdicate the throne.

T: Which gate are we standing at?

G: The Meridian Gate, and at the north there is the Shenwu Gate (Gate of Military Prowess). Tourists are usually suggested to enter the south gate and exit the north. Shall we enter the palace?

T: Certainly, I can't wait.

G: ③ _____ . Here is the Gate of Supreme Harmony. The gate is guarded by a pair of bronze lions, which symbolize imperial power

and dignity. The Forbidden City consists of an outer courtyard and an inner enclosure. The outer court covers a vast space lying between the Meridian Gate and the Gate of Heavenly Purity. The “three great halls” of Supreme Harmony, Central Harmony and Preserving Harmony constitute the center of this complex. Flanking them in bilateral symmetry are two groups of palaces: Wenhua and Wuying. The three great halls are built on a spacious “H”-shaped, 8-meter-high, triple marble terrace. There are three carved stone staircases linking the three architectures. ④ _____

From the palace of Heavenly Purity northward is what is known as the inner court, which is also built in bilaterally symmetrical patterns. In the center are the Palace of Heavenly Purity, the Hall of Union and the Palace of Earthly Tranquility, places where the Emperors lived with their families and attended to state affairs. Flanking these structures are palaces and halls in which concubines and princes lived. An inner Golden Water River flows eastwardly within the inner court. The brook winds through three minor halls or palaces and leads out of the Forbidden City. It is spanned by the White Jade Bridge. The river is lined with winding, marble-carved balustrades. Most of the structures within the Forbidden City have yellow glazed tile roofs.

T: It is said the architectures are arranged in a unique pattern?

G: That’s for sure. Aside from giving prominence to the north-south axis, other architectural methods were applied to make every group of palatial structures unique in terms of terraces, roofs, mythical monsters perching on the roofs and colored, drawing patterns. With these, the grand contour and different hierarchic spectrum of the complex were strengthened. Folklore has it that there are altogether 9,999 room-units in the Forbidden City. Since Paradise only has 10,000 rooms, the Son of Heaven on earth cut the number by half a room. It is also rumoured that this half-room is located to the west of the Wenyuange Pavilion (imperial library). As a matter of fact, although the Forbidden City has more than 9,000 room-units, this half-room is nonexistent. ⑤ _____

T: The palace is really a treasure house.

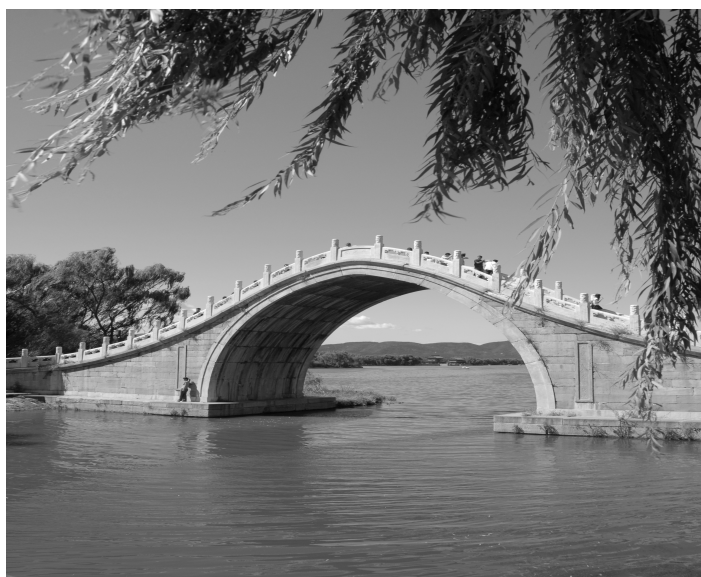
G: Exactly. Now we are reaching the Hall of Preserving Harmony. Here we see the largest stone carving in the palace. It is 16.73 meters long, 3.07 meters wide and 1.7 meters thick. It weighs about 200 tons. The block was quarried in Fangshan County, roughly 70 kilometers away. To transport such a huge block to Beijing, laborers dug wells along the roadside half a kilometer apart, and used the groundwater to make a road of ice in the winter. Rolling blocks

were used in the summer. In 1760, Emperor Qianlong of the Qing Dynasty ordered the carving of the existing cloud and dragon design in place of the old one which dated back to the Ming Dynasty. From here, the tour can be conducted via three different routes: a western route, a central route and an eastern route, which route would you like to take?

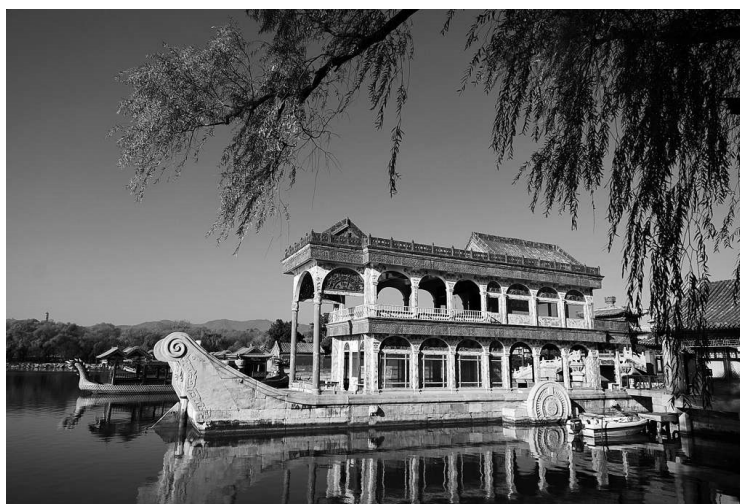
T: The western route.

G: OK, we will meet within the north gate and see you soon.

Section B Commentary on the Summer Palace



Good morning, ladies and gentlemen. Welcome to Beijing. Today we are coming to the Summer Palace. Situated in the western outskirts, the Summer Palace is 15 kilometers (9.3 miles) from central Beijing. Having the largest royal park and being well preserved, it was **designated** in 1960 by the Chinese State Council as a Key Cultural Relics Protection Site of China. Containing examples of the ancient arts, it also has graceful landscapes and magnificent constructions. The Summer Palace is the **archetypal** Chinese garden and is ranked among the most noted and classical gardens of the world. In 1998, it was listed as one of the World Heritage Sites by **UNESCO**.



Constructed in the Jin Dynasty (1115-1234), during the succeeding reign of feudal emperors, it was extended continuously. By the time of the Qing Dynasty (1644-1911), it had become a luxurious royal garden providing royal families with leisure and entertainment. Originally called “**Qingyi Garden**” (Garden of Clear Ripples), it was known as one of the famous “three hills and five gardens” (Longevity Hill, Jade Spring Mountain and Fragrant Hill; Garden of Clear Ripples, Garden of Everlasting Spring, Garden of Perfection and Brightness, Garden of Tranquility and Brightness, Garden of Tranquility and Pleasure). Like most of the gardens in Beijing, it could not elude the **rampages** of the Anglo-French allied force and was destroyed by fire. In 1888, Empress Dowager Cixi **embezzled** navy funds to reconstruct it for her own benefit, changing its name to the Summer Palace (Yiheyuan). In 1900, it suffered again, being **ransacked** by the Eight-Power Allied Force. After the success of the 1911 Revolution, it was opened to the public.

Composed mainly of **Longevity Hill** and **Kunming Lake**, the Summer Palace occupies an area of 294 hectares (726.5 acres), three quarters of which is water. Centered on the Tower of Buddhist Incense (Foxiangge), the Summer Palace consists of over 3,000 structures including pavilions, towers, bridges and corridors. The Summer Palace can be divided into four parts: front-hill area, front-lake area, rear-hill area and back-lake area.

Now we have 40 minutes to stroll in. Let’s meet at the stone boat, OK?



New Words and Expressions

designate 指定, 任命

archetypal 原型的

UNESCO 联合国教科文组织

(United Nations Educational, Scientific, and Cultural Organization)

Qingyi Garden 清漪园

rampage 乱闹, 暴跳

embezzle 盗用, 挪用

ransack 掠夺, 洗劫

Longevity Hill 万寿山

Kunming Lake 昆明湖

Section C Method of Introduction

Narration in a matter-of-fact manner (平铺直叙法)

To narrate something according to its order, logical organization and the relationship between cause and effect. In other words, its purpose is to introduce to visitors the place or scenery in brief, clear and straightforward language. E.g., the guide narrates when, where, how and why the Great Wall was built across Northern China.

Section D Practice and Exercises

I. Mark the following statements with T (True) or F (False).

- () 1. Qingyi Garden was the original name of the Summer Palace.
- () 2. The emperor of the Qing Dynasty himself reconstructed the palace.
- () 3. Most of the scenery of the summer palace is water-scape.
- () 4. The Summer Palace is located in the centre of Beijing.
- () 5. Before 1911 the Summer Palace was only open to the imperial family.

II. Answer the questions on guide norms.

1. While arriving in the airport, a foreign tourist discovered that his luggage was missing on the way to China. How should the local guide help him?
2. What should the tour guide do if the tourists are greatly discontented with the meals they've been served during their stay in this city?
3. What should the national guide do to take care of the tourists who are liable to carsickness, airsickness or seasickness?
4. What should the tour guide do if a tourist in the group fainted away for heatstroke?
5. What should the tour guide advise the tourists to do in order that they'll be secure from harm or attack while they are staying in the hotel?

III. Fill in the blanks with the words given.

designate	archetypal	embezzle	luxurious	feudal
Buddhist	outskirts	preserve	classic	royal

1. All the _____ cars are fitted with electronic homing devices in Belgium.
2. The group's debut album was immediately acclaimed a hip hop _____.
3. After the Norman Conquest the forest became a royal hunting _____.
4. As they approached the _____ of the city, their mood visibly lightened.
5. On the extreme northwestern outskirts of the city stands the _____ temple.
6. _____ rulers ruled over the country for several thousand years.
7. The couple's honeymoon was two days in Las Vegas at a _____ hotel called Le Mirage.
8. No organization or individual shall intervene, _____ and divert the charity fund.
9. The Beatles were the _____ pop group in the 1980s.
10. There are efforts under way to _____ the bridge as a historic landmark.

IV. Translate the following sentences into Chinese or English.

1. Having the largest royal park and being well preserved, it was designated in 1960 by the Chinese State Council as a Key Cultural Relics Protection Site of China.
2. Constructed in the Jin Dynasty, during the succeeding reign of feudal emperors, it was extended continuously.