

高职高专旅游与酒店管理专业规划教材



旅游 情境英语

黄岩 主编
许娜 石磊 胡宝丽 副主编



TOUR

清华大学出版社

高职高专旅游与酒店管理专业规划教材

旅游情境英语

黄 岩 主 编

许 娜 石 磊 胡宝丽 副主编

清华大学出版社

北 京

内 容 简 介

本书以英语导游和出境领队的工作过程为出发点创建学习情境,以成果为导向,依据成果反向设计教材内容。本书按照英语导游和出境领队的接团前、带团中、送团组织内容,侧重应用性和实效性,融专业知识和英语知识于一体。全书语言通俗易懂,方便实用。

本书分为英语导游和出境领队两部分。英语导游部分包括联系客人、迎接客人、商讨行程、游览景点、旅游购物、旅游娱乐、自由活动、处理突发事件、送别客人9个单元;出境领队部分包括接受带团任务、在飞机上、在酒店、境外游览、特殊情况处理5个单元。每个单元按照连接(Connect)、探索(Explore)、练习(Practice)、考核(Assess)组织内容,结合每个单元的具体内容,安排听、说、读、写、译等实训任务,训练学生旅游英语相关职业技能。

本书可供高职高专旅游英语、商务英语、旅游管理、会展管理、酒店管理、国际商务等相关专业课程教学使用,也可作为英语导游及出境领队技能培训和英语导游、出境领队职业资格考试参考用书,还可供从事涉外旅游工作的人员学习参考。

本书封面贴有清华大学出版社防伪标签,无标签者不得销售。

版权所有,侵权必究。侵权举报电话:010-62782989 13701121933

图书在版编目(CIP)数据

旅游情境英语 / 黄岩 主编. —北京:清华大学出版社, 2017

(高职高专旅游与酒店管理专业规划教材)

ISBN 978-7-302-47115-8

I. ①旅… II. ①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(2017)第 116851 号

责任编辑:施 猛 马遥遥

封面设计:周晓亮

版式设计:方加青

责任校对:曹 阳

责任印制:刘海龙

出版发行:清华大学出版社

网 址: <http://www.tup.com.cn>, <http://www.wqbook.com>

地 址:北京清华大学学研大厦 A 座 邮 编:100084

社 总 机:010-62770175 邮 购:010-62786544

投稿与读者服务:010-62776969, c-service@tup.tsinghua.edu.cn

质 量 反 馈:010-62772015, zhiliang@tup.tsinghua.edu.cn

印 装 者:北京密云胶印厂

经 销:全国新华书店

开 本:185mm×260mm 印 张:23.25 字 数:521 千字

版 次:2017 年 11 月第 1 版 印 次:2017 年 11 月第 1 次印刷

印 数:1~2200

定 价:45.00 元

产品编号:065947-01

随着我国国民经济的快速、持续和稳定发展，我国旅游业取得了辉煌的业绩。作为“幸福产业”，旅游业蓬勃发展，跨境旅游的规模也逐渐加大。2016年，境外游客访华超过1.37亿人次，出境旅游高达1.22亿人次。中国的旅游业正面临前所未有的跨越式发展机遇。旅游业是综合性产业，是一种文化性产业，对于从业人员的素质要求已经由单纯掌握岗位技能转变为具备综合应用能力，由满足岗位要求拓展为适应行业发展需求。具备丰富的旅游专业知识和过硬的英语交流能力是旅游业从业人员提高竞争力的主要途径。因此，一套全面系统的旅游英语教材成为培养高质量旅游业从业人员的重要基础，对促进我国旅游事业的蓬勃发展起着至关重要的作用。

为了满足广大师生及旅游业从业者提高旅游服务英语技能的迫切需要，适应当前旅游专业教育和培训的飞速发展，我们特组织高职院校旅游英语专业的骨干教师和旅游行业的专业人士编写本教材。《旅游情境英语》一书是由北京九州风行国际旅行社、黑龙江国际旅行社、哈尔滨俄风行国际旅行社等的业内专家和黑龙江职业学院的教师经过两年努力合作完成的，按照美国OBE教育理念设计编排全书内容。本书具有以下几个特点。

第一，以英语导游和出境领队的工作过程为出发点创建学习情境，以成果为导向，依据成果反向设计教材内容。本书分为英语导游和出境领队两大部分。英语导游部分包括联系客人、迎接客人、商讨行程、游览景点、旅游购物、旅游娱乐、自由活动、处理突发事件、送别客人9个单元；出境领队部分包括接受带团任务、在飞机上、在酒店、境外游览、特殊情况处理5个单元。结合每个单元的具体内容，安排听、说、读、写、译等实训任务，拓展学生旅游英语职业技能。

第二，选材真实且实用。本书按照英语导游和出境领队的接团前、带团中、送团组织内容，每一单元的内容由联接Connect、探索Explore、练习Practice、考核Assess四部分组成。所选素材均来自旅游行业真实情境，给学生们提供了原汁原味的第一手材料，使他们旅游服务英语沟通能力不断得到提升，对学生的学习与实践具有非常强的指导性。

第三，突出对学生职业能力的培养。本书中旅游英语实训项目的相关内容能够帮助学生进一步巩固旅游英语语言知识、拓展职业能力。

本书的编写得到了旅游行业协会、北京、上海、哈尔滨等地区多家旅游公司的专家和相关人士的鼎力支持和帮助，他们慷慨地提供了许多宝贵经验和完整资料，为本书的顺利



完成奠定了坚实的基础，在此一并表示感谢。

本书由黄岩担任主编，由许娜、石磊、胡宝丽担任副主编。具体编写分工为：Part One English Tour Guide中的Unit1—Unit5由黑龙江职业学院黄岩执笔，Part One English Tour Guide中的Unit6—Unit9和Part Two Outbound Tour Leader中的Unit1由黑龙江职业学院许娜执笔，Part Two Outbound Tour Leader中的Unit2—Unit4由黑龙江职业学院石磊执笔，Part Two Outbound Tour Leader中的Unit5和答案由哈尔滨师范大学胡宝丽执笔。由于编者水平所限，疏漏之处在所难免，欢迎各位专家学者提出宝贵意见。反馈邮箱：wkservice@vip.163.com。

Part 1 English Tour Guide

Chapter 1 Meet the Tour Group

Unit 1	Contact the Guests 联系客人	4
Unit 2	Receive the Guests 迎接客人	25
Unit 3	Discuss the Itinerary 商讨行程	46

Chapter 2 Manage the Tour Group

Unit 4	Sightseeing 游览景点	76
Unit 5	Shopping 旅游购物	102
Unit 6	Leisure and Recreation 旅游娱乐	122
Unit 7	Free Activities 自由活动	147
Unit 8	Deal with Problems and Emergencies 处理突发事件	168

Chapter 3 See the Tour Group off

Unit 9	Bid Farewell to the Guests 送别客人	192
--------	---------------------------------------	-----

Part 2 Outbound Tour Leader

Chapter 1 Before Arriving at the Destination

Unit 1	Accept the Tour Group 接受带团任务	218
--------	------------------------------------	-----



Unit 2 On the Airplane 在飞机上	237
-----------------------------------	-----

Chapter 2 At the Destination

Unit 3 At the Hotel 在酒店	258
Unit 4 Sightseeing at the Destination 境外游览	278
Unit 5 Deal with the Special Situations 特殊情况处理	298

Keys答案

Part1 English Tour Guide.....316

Chapter 1 Meet the Tour Group	316
Unit 1 Contact the Guests 联系客人	316
Unit 2 Receive the Guests 迎接客人	320
Unit 3 Discuss the Itinerary 商讨行程	324
Chapter 2 Manage the Tour Group	329
Unit 4 Sightseeing 游览景点	329
Unit 5 Shopping 旅游购物	334
Unit 6 Leisure and Recreation 旅游娱乐	337
Unit 7 Free Activities 自由活动	341
Unit 8 Deal with Problems and Emergencies 处理突发事件	344
Chapter 3 See the Tour Group off	347
Unit 9 Bid Farewell to the Guests 送别客人	347

Part 2 Outbound Tour Leader350

Chapter 1 Before Arriving at the Destination.....	350
Unit 1 Accept the Tour Group 接受带团任务	350
Unit 2 On the Airplane 在飞机上	353
Chapter 2 At the Destination	356
Unit 3 At the Hotel 在酒店	356
Unit 4 Sightseeing at the Destination 境外游览	358
Unit 5 Deal with the Special Situations 特殊情况处理	361

Part 1

English Tour

Guide



Chapter 1



Meet the Tour Group

Unit 1

Contact the Guests 联系客人



Learning Objectives

After finishing this unit, you should be able to:

- Comprehend the significance of contacting the guests before a tour.
- Know the different ways of contacting the guests.
- Grasp some techniques in making preparation for a new tour group.
- Learn how to communicate well with the tourists before a tour.
- Write an English tour guide memo.
- Remember useful professional words and expressions and key sentences of contacting the guests before a tour.
- Upgrade the listening and speaking skill in contacting the guests before a tour.

Connect

Task 1 Vocabulary Look at the pictures and then work with your partners and fill in the blanks with the right form of the words given in the box.

special offer arrange airline ticket tour group take
depart send limousine service complimentary

- 1 I want to go to Harbin to _____ my holiday.



- 2 Is there a _____ to Heilongjiang Province?



- 3 We can _____ a hotel for you if you book train tickets here.



- 4 It is 2, 600 yuan, including the cost of everything such as _____, tour guide, hotel and food.



- 5 This is a _____. We cannot further lower the price.



- 6 Have you read the email about the trip to northeastern part of China I _____ to you?





- 7 The flight to Shenyang will _____ from Beijing at 10:30.



- 8 The _____ driver will pick you up at the airport.



- 9 We have _____ breakfast since it is an early departure.



- 10 We're always at your _____.



Task 2 Brainstorming Work in groups. Discuss the important points of contacting the guests based on Task 1 with your classmates.

- Things to do before making contact with the guests;
- Things to do during making contact with the guests;
- Things to do after making contact with the guests;

- Solve the problems;
- Arrange everything well in the package tour.

Task 3 Discovery Try to use the resources to find an appropriate way to contact the guests. What does an English tour guide do before meeting the guests? What is the most crucial thing that the English tour guide should do when contacting the guests? And what else would you like to know from this unit?

Explore

Basic Skill

Task 1 Confirm Tour with Tourist

Situation: Sun Hui, an English tour guide of the travel agency, is calling the tour leader Ms. Zara Hall to confirm the tour.

Ms. Hall: Hello, this is Zara speaking.

Sun Hui: Hello, Ms. Hall. This is Sun Hui, your English tour guide from Harbin.

Ms. Hall: How are you, Mr. Sun? It is my pleasure to receive your call.

Sun Hui: Good. Are you convenient now? I'd like to confirm the details of the tour with you.

Ms. Hall: OK, please.

Sun Hui: There are 16 members in the group, so I book a 19-seat minibus.

Ms. Hall: I'm sorry to tell you the minibus is not enough for the group. Although we have only 16 members, everyone will have one or two suitcases. There must be enough room for the luggage.

Sun Hui: No problem. I will reserve a coach instead.

Ms. Hall: Thank you very much.

Sun Hui: The group will arrive at Harbin Tai Ping International Airport at 3 p.m. local time on 10th June. I'll pick you up at the exit 5 with a blue tour guide flag and a welcome board.

Ms. Hall: That's great.

Sun Hui: We have a 3 days' tour from 11th June to 13th June, visiting St. Sophia Cathedral, Central Street, the Sun Island with Snow Sculpture, Siberian Tiger Park, the Ice and Snow World and Winter Swimming.



Ms. Hall: Yeah. That is correct. Would you please arrange some free time for the group?

Sun Hui: OK. I can't guarantee this but I will try.

Ms. Hall: Some of the guests want to know more about local people's life, so they may wander around by themselves after daily sightseeing.

Sun Hui: All right. I will do my utmost to make it and satisfy the guests.

Ms. Hall: Thank you for your help.

Sun Hui: The flight MU5620 from Harbin to Shanghai will depart at 7:15 a.m., 14th June, so we have to finish checking out before 4:30 a.m. The breakfast of that day will be packed for the group. These are the main arrangements for the trip. Is that OK with you?

Ms. Hall: Everything is perfect. But we have two families in the group, could you please reserve family suites for them?

Sun Hui: Sure, I will book 2 family suites for them later. Don't worry.

Ms. Hall: Thank you. Another question: there are two veggies in the group, so we have to make sure if the restaurant can offer the special meals for them.

Sun Hui: Of course, I have prepared vegetarian food for them.

Ms. Hall: You are so thoughtful. And could you please arrange the morning call for the group?

Sun Hui: Certainly, I will tell it to the front desk.

Ms. Hall: Fantastic. And we'll meet on 10th June. Keep in touch.

Sun Hui: If you need any assistance, please don't hesitate to call me. Goodbye.

Ms. Hall: Thank you very much. Goodbye.

Task 2 Instruct Tourist How to Prepare Before the Tour

Situation: Sun Hui, a local English tour guide of the travel agency, is ringing up Mr. Evans for telling him how to prepare for the tour in Yabuli Ski Resort.

Mr. Evans: Hello, this is Eddie.

Sun Hui: Hello, Mr. Evans, this is Sun Hui, your English tour guide. We will go to Yabuli Ski Resort for skiing tomorrow.

Mr. Evans: Yeah. Do you have any suggestions for us?

Sun Hui: This is why I'm calling you. The ski resort is very cold. You should have a rich breakfast, so you can get sufficient calories from it.

Mr. Evans: Good idea.

Sun Hui: As the light reflecting off the snow is dazzling, you should prepare ski goggles for yourself.

Mr. Evans: OK. I will take them with me.

Sun Hui: According to the weather forecast, there will be a very cold spell in the next few days. The temperature will probably drop to minus 20 degrees centigrade. You'd better wear thick overcoats which may keep you warm when you go uphill. But when you go downhill, continuous skiing will make you sweat a lot, so you should wear technical breathable ski suit.

Mr. Evans: I'm afraid I can't take ski suit with me.

Sun Hui: Don't worry about that. The ski resort provides plenty of extra services for the tourists. You can rent clothing, boots, and skis there. If you need any of them, I will bring you to rent it.

Mr. Evans: Wonderful! There is another problem. I'm a ski beginner and not good at it.

Sun Hui: There are 3 ski tracks for the beginners. I think you could ski with an instructor. The instructor is very professional and patient. He can not only tell you how to ski, but also protect you.

Mr. Evans: Great. I think I need an instructor.

Sun Hui: Please remember to leave your valuables in the hotel safe. Don't take any hard or sharp stuff with you when skiing.

Mr. Evans: Thank you for your tips. And am I insured?

Sun Hui: Of course, the insurance has been included.

Mr. Evans: Beautiful. What time for leaving tomorrow?

Sun Hui: I will pick you up at 8:30 tomorrow morning. The morning call is 6:30. Is it all right with you?

Mr. Evans: Sure. Thank you for your consideration and useful advice.

Sun Hui: It's my pleasure. See you tomorrow.

Mr. Evans: See you.

Task 3 Solve Problems After the Contact

Situation: Sun Hui, the English tour guide has contacted the Bush Family who will travel in Lanzhou next week. Mr. Bush thinks there are six meals in the tour, but only four meals are included in this package tour. Sun Hui is replying to Mr. Bush about this problem.

Mr. Bush: Hello, this is Wilson Speaking.

Sun Hui: Hello, Mr. Bush. This is Sun Hui, your English tour guide.

Mr. Bush: Hi, Mr. Sun. How are you doing?

Sun Hui: Good. We had questions about the number of meals when I called you last time.



Mr. Bush: Yes. There are six meals in my itinerary while in yours are four.

Sun Hui: I contacted the travel agency and the operator checked the itinerary with the organizing agency. You have one-day independent tour with two meals and these two meals aren't included in the package. You have to arrange them by yourself.

Mr. Bush: Oh, I got it. Thank you for telling me. What would you recommend for these two meals?

Sun Hui: There are four meals in the package. I will bring you to enjoy the typical Chinese cuisine such as dumplings, hot pot, spring pancakes and some other dishes. In the independent tour, you can try some local traditional dishes such as Double Cooked Pork Slices, Fried Potato, Green Pepper and Eggplant. We also have Braised Pork with Vermicelli, Stewed Chicken with Mushroom, etc.

Mr. Bush: Sounds good! Where can we have these dishes?

Sun Hui: Where will you go on that day?

Mr. Bush: I'd like to go to the department stores so that we can buy some souvenirs for my friends.

Sun Hui: OK, I suggest you go to Dao Li Food Court then. There are lots of shopping malls, boutiques, souvenir shops near it. The bus from our hotel to it is very convenient. Different styles of restaurants are located in that area. You can taste what you like.

Mr. Bush: It's very kind of you. Thank you for your recommendation.

Sun Hui: I'm always at your service. Please don't hesitate to call me if there is anything I can do for you.

Mr. Bush: OK, thanks a lot. Goodbye.

Sun Hui: Goodbye, Mr. Bush.

Notes

pick sb. up	接人
check in	登记入住
check out	结账离店
family suite	家庭套房
breakfast voucher	早餐券
morning call service	叫早服务
cold spell	寒潮天气
breathable ski suit	透气的滑雪服
Double Cooked Pork Slices	锅包肉
Fried Potato, Green Pepper and Eggplant	地三鲜

Braised Pork with Vermicelli	猪肉炖粉条
Stewed Chicken with Mushroom	小鸡炖蘑菇
hesitate	犹豫, 踌躇

Good to Know

itinerary form	行程单
inclusive/package tour	包价旅游
ecotourism	生态旅游
self-driving tour	自驾游
conducted tour	有导游陪同的旅游
culture-oriented travel	文化旅游
escorted tour	全程陪同旅游
leisure travel	休闲旅游
special interest tour	专门兴趣旅游
agricultural tour	农业观光旅游
sports tourism	体育旅游
tour guide	导游
tour leader/tour escort	领队
national guide	全陪导游
local guide	地陪导游

Useful Expressions

1. What kind of room would you like? How many rooms do you need?
您想要什么样的房间? 您需要多少间房?
2. May I know your arrival time and departure time at the hotel, please?
请告诉我您的到店时间和离店时间好吗?
3. Your reservation of the flight is made at 9:05 a.m. on Friday, how will it be?
您预订的航班是星期五上午九点五分, 可以吗?
4. If you change your mind, please notify us as soon as you can.
如果您改变主意, 请尽快通知我们。
5. Shall we have a discussion on the itinerary?
我们可以讨论一下行程吗?



6. Let me say a few words about our itinerary.

我想说说我们的行程。

7. May I give a brief introduction to the activities for the coming few days?

我可以简要介绍下未来几天的活动吗?

8. I'd like to take a couple of minutes to familiarize you with the details of our journey.

我想利用几分钟时间让您熟悉我们旅程的详细情况。

9. It's just a matter of the schedule, if it is convenient for you right now.

您现在是否方便,只是日程安排的事。

10. It might be a good idea to visit cultural park.

游览文化公园也许是个不错的主意。

11. There are a number of places that are worth visiting.

有很多值得一去的地方。

12. Why not visit a few more places of interest before lunch and find a fast-food restaurant?

为什么不在午饭前多游览几个景点,顺便找家快餐店呢?

Skill Improvement

Tour Guide

Usually we think of a tour guide as a person who leads tourists to scenic spots and historic attractions and describes the history and culture of these places to the guests. But this is not the only job. An English tour guide is responsible for his/her guests while he/she is in China. You must learn many skills in order to do your job well. When interacting with tourists, the best guides think of themselves as playing four roles: a historian, a teacher, an entertainer and a host.

As a guide, you should be a historian first. You must know a great deal about local and national history as well as the culture and traditions of your country. Most tourists come to visit China because of its long history, its ancient culture, arts and traditions. Most of the popular tourist attractions in China are historical. So to be a well-informed guide, you must first start off with a strong knowledge and understanding of Chinese history and the development of Chinese culture. You should be able to present to your tourists a complete picture of China both yesterday and today. History is important. However, the tourists today are more and more interested in modern China and the everyday life of the modern Chinese people.

You should think of your second job as a teacher. You are not a classroom teacher, standing in the front of a classroom and giving lecture. You are a teacher who helps foreign tourists learn and understand the history, culture, traditions and important ideas of China. People around the world want to know about China, and understand its mysteries when they come here for a visit.

They will look to you to teach them. As one of their tour guides, you will probably be one of the few Chinese natives that they will meet while they are in China. Most of the knowledge that tourists learn while they are visiting China comes directly from their guides. Knowledgeable guides who spend a lot of time explaining things to their guests can help tourists understand a great deal about China. This makes tourists enjoy their stay more. By doing so, you can help people from other countries learn about your country and its people. You will also need to teach them simple skills from time to time. A good example is the chopsticks. Many foreign tourists have eaten Chinese food. But they have never had to eat with chopsticks. It will enrich their trip and give them something to show to their family if you take a little time to show your groups how to eat with chopsticks before the first meal. It is also a good idea to explain to them how a Chinese meal is served and eaten. If you don't, they may be complained of the food being cold or there are no serving spoons when the meal starts.

You should also think of yourself as an entertainer. You are not a stage performer, but a friendly, active, high-spirited person whose job is to help your guests enjoy themselves. You will help tourists feel welcome in your country. You should try to make your presentations interesting and lively so that tourists will be attentive to what you are saying. Don't just talk about historical facts and dates and people's names. Use stories, folk tales, idioms, and even explanations of Chinese names to make your presentations much more interesting! Be friendly with your guests, find out what they are interested in and use this information in your presentations. If a member of your group is interested in traditional Chinese art, you can make a reference to Chinese art in your presentations and the group will be much more involved in what you are talking about. Have jokes with them, ask them questions and get them involved in what you are doing. They will enjoy their trip a great deal more and it will be easier for you to manage them if you have developed this type of relationship.

Finally, you should always think of yourself as a host. Tourists are visitors to your country. You are responsible to take care of them while they are depending on you to make them feel welcome and comfortable, to feed them, to provide them with some places to sleep, to protect them and keep them safe. If they have any problem, they will come to you for help or to complain. This is probably your most important job as a guide. Tourists are on vacation. They want to enjoy themselves and to be comfortable. If you do your job well as a host, your problem and tourists' complaints will be minimal. But if you fail to realize the importance of being a good host to your guests, you will cause yourself a great number of problems. A good rule to follow is, always treating your guests like what you want to be treated. In this way, you will never go wrong.

Your professionalism as a tour guide represents not only your personal appearance and



behavior, but also the company you work for as well as your country. How professional you are will depend on how you dress, your ability to use and understand languages, your manners and social skills and your attitude toward your work and the people you are providing services to. In general, your professionalism is your appropriate behavior in a business setting.

Your appearance is the first thing people will notice and judge when they meet you. Are your clothes clean, neat, and appropriate for the situation? Clothes that are too casual or too dressy might offend guests. People judge your ability by your appearance and the way you act. If your hair needs to be combed or cut, face needs to be shaved, or you are wearing too much make-up, they will see that you do not take care of yourself very well, and will wonder how you will be able to take care of them. Tourists also tend to judge your company and even your country by your appearance. “Oh, this travel agency cannot be very successful. The tour guide is always wearing the same dirty clothes.” “Does everyone in China always wear so much make-up?” “The last two tour guides look like actors from the Beijing Opera.”

Your manners, which means how polite and respectful you are to other people, will communicate a lot about you to others. You should be courteous and polite to all guests, even if they are hard to deal with or rude. Your professional manners will have a great effect on your company. If you act poorly, it will reflect badly on both you and the company you work for. Basic manners include the use of the expressions as “please, thank you”, “Mr.”, “Mrs.” and “Miss” before guests’ last names and asking tourists to do something rather than telling them to. An American saying that expresses this idea very well is: “You can get more cooperation with sugar than you can with salt.”

Your attitude is a very important factor in any job while you work with other people. Service—benefiting others, like being a tour guide, can be sometimes very hard and difficult. All people are different. They have different education, backgrounds, likes and dislikes. You will find it hard sometimes to keep all of them happy, and some of them will never be able to get pleased. This is a common problem for guides. It can affect your attitude about your guests and how you do your job. Your attitude is never secret. People can see it, read it in your face and judge by your actions. We react against others’ attitudes if they are strong enough. A tour guide is a leader of the group. If he is bored and not interested, there is a good chance that the group will be bored and not interested either. If the guide is angry about something, he can cause the whole group to develop that attitude. If you find you are having trouble controlling a group, the first thing you should look at is your own attitude. You can have a very strong effect on a group while you are quite unaware of it.

Being a guide can be a lot of fun. You will travel, spend a lot of time on recreation and

entertainment activities, but you must remember that you are working, it is your job. You must always know the difference between work and play. Guests may ask you to join them, to participate in activities with them; you need to decide if you have the time or even the energy to do so. Guiding can be a very physically demanding job. You should interact with guests as much as possible, but not at the cost of doing your job improperly. Likewise, you should not spend all your time worrying about every little detail, so that you don't spend any time with your guests socially. If so, you will not be able to build a friendly relationship with them.

You also need to realize if you become too friendly with visitors, it can also affect your ability to do your job well. If guests consider you a close friend, they may ask you to do them favors, make changes in the tour schedule and help them buy things at Chinese prices instead of tourist prices. Special favors for some but not for others can cause you a great deal of trouble in a large tour group. It will also mean more work for you and take time away from the things you should do. It could be very difficult to say "no" to these new friends.

All these qualities determine your professionalism, and are some of the most important characteristics that will determine your qualifications as a tour guide.

Practice

Task 1 Reading Practice

Read the *Tour Guide* again and then complete the following exercises.

A Answer the questions based on the passage.

1. What roles do the best guides think of themselves as playing when interacting with tourists?
2. What does the tour guide teach their students?
3. What is the professionalism as a tour guide?
4. Why does the author think the tour guide's attitude is a very important factor in his job?
5. How can it affect tour guide's job if you become too friendly with guests?

B Term Matching.

- | | |
|------------------|-----------|
| 1. well-informed | A. 精神饱满的 |
| 2. look to | B. 以……为代价 |
| 3. native | C. 衣着考究的 |
| 4. chopstick | D. 周到的 |



- | | |
|--------------------|-------------|
| 5. high-spirited | E. 博识的 |
| 6. attentive | F. 有礼貌的 |
| 7. professionalism | G. 筷子 |
| 8. dressy | H. 依靠, 指望 |
| 9. courteous | I. 当地人 |
| 10. at the cost of | J. 专业性, 职业化 |

Task 2 Listening Practice

Learning Tips

1. Relax your mind before listening.
2. Focus on how a Chinese meal is served while listening.

A Read and Match.

- | | |
|-----------------|--------|
| 1. pretty woman | A. 餐具 |
| 2. handsome guy | B. 美女 |
| 3. entree | C. 餐巾纸 |
| 4. tableware | D. 帅哥 |
| 5. napkin | E. 主菜 |

B Tick true (T) or false (F) according to the passage.

1. Many staff in Chinese restaurants speak English. ()
2. Most restaurants offer free tea when guests are seated. ()
3. Vegetable dishes are often served after meat dishes. ()
4. The guest of honor and host always sits near the door or the walkway. ()
5. A spoon for soup is one of the tableware sets. ()

C Listen to the passage once and fill in the blanks. Then read the sentences with your partner.

1. You can ask the waiter to _____.
2. _____ and salted meats are popular _____ among Chinese people.
3. _____ is often the _____ of a meal, followed by _____.
4. When staff _____ dishes, they should warn you to _____. It's wise to leave a seat/space _____ to give the waiter/waitress _____.
5. Restaurants provide _____, usually in small restaurant brand _____, when serving the first dishes.

D Listen to the passage twice and make a memo.

Ordering and Service	If you _____ how many dishes you should order, you can ask _____. _____, count how many people _____ and order _____.
Serving Sequence: Tea, Cold Dishes, Meat, Vegetables, Soup, Fruit	Most restaurants offer _____, especially in _____ China. Some restaurants also offer _____ and _____. However, in restaurants in _____ China, noodles are often the _____.
Serving Space—Seating Arrangements	The place for serving dishes is a _____ of dining culture, which is _____ when _____ a seating arrangement for a Chinese meal.
Tableware—Rice Bowl, Plates, Cups, Chopsticks, and Spoon	If any item is not to your satisfaction (_____, _____...) staff will help you to _____ it for a new one, if _____.

Task 3 Speaking Practice

Make a dialogue according to the following information. Then practice the dialogue with your partner.

Student A: Suppose you are Sun Hui, an English tour guide. And your partner is a tour leader from Swedish. The tour leader wants to change the coach because three guests will not come with the group. Talk with your partner about this using the information and expressions given below.



Information	Expressions
Receive the call from the tour leader.	This is...
Three guests will not come with the group.	Three guests...
Contact the travel agency to deal with it.	The tour leader...
Change the coach according to the tour leader's request.	The coach...

Student B: Suppose you are a tour leader from Swedish. Your partner is Sun Hui, your English tour guide. You want to change the coach because three guests will not come with the group. Talk with your partner about this using the information and expressions given below.



Information	Expressions
Call the English tour guide.	Can I...?
Tell him three guests will not come with the group.	There are...
Want to change the coach.	The minibus...
Get a satisfied reply from the travel agency.	I really appreciate...

Task 4 Translating Practice

A Chinese into English

1. 无论您去中国旅行的目的是什么——文化、风景或是探险——我们都会为您制定独特的中国之旅。
2. 您是参加全包旅行还是自助旅行？
3. 旅行的费用包括机票、旅馆住宿和每日三餐的费用。
4. 顺便问一下，您的预算是多少？
5. 我向您推荐的城市游怎么样？这些地方都值得一看。

B English into Chinese

The local guide should confirm the local travel arrangements with the national guide or the tour leader before tourists start their sightseeing. Generally speaking, if the itinerary of the national guide or the tour leader is different from the local guide's, the national guide's or the tour leader's should be adopted. But if the extra cost is incurred because of the different itinerary, the local guide must submit it for approval from the local travel agency. The local guide and the national guide should have discussions and make a possible resolution to the mutual satisfaction. They must submit it to their own travel agencies for approval. If the new itinerary is adopted, the local guide, the national guide or the tour leader should explain it to the tourists, and try to win their support.

Task 5 Writing Practice

An English Tour Guide Memo(英语导游备忘录)

An English tour guide memo is specially used for the guide's checking, confirming,

adjusting the information of the tour group before meeting the tourists. The memo should include everything about the whole tour, such as accommodation, transportation, restaurants, scenic spots, shopping, entertainment, tourists' information. However, with the development of the tourism industry and the high expectation of service quality, the job of English tour guide is becoming more sophisticated, professional and meticulous than before. In order to provide superior service, English tour guide widely employs the memo in different periods. Before meeting tourists, the memo is used as a reminder, which calls the English tour guide's attention to get well prepared for the coming tour group. In the process of managing the tour group, the memo is intended as a diary, which helps the guide to record the tour group's activities. After seeing the tourists off, the memo is served as a summary, which contains the tourists' feedback, tour group expenditure, all the tickets and other matters to be reported to the travel agency.

英语导游备忘录(Sample of an English Tour Guide Memo)

1. Travel agency
2. Operator
3. Welcome board
4. Itinerary
 - Arrival and departure time
 - Tickets
 - Hotel
 - Transportation
 - Restaurants
 - Shopping
 - Entertainment
 - Do's and don'ts
5. Tourists
 - Tour group or family group
 - Number
 - General information
 - Special requests
6. English tour guide
 - Certificates
 - Money
 - Necessary items

Suppose you are an English tour guide in Dalian, Liaoning Province. You will receive a tour



group from Luxemburg. Please write two English tour guide memos that will be applied during managing the group and after bidding farewell to the tourists.

Assess

Task 1 Act Out

Make dialogues with your partner according to the following situations. You may use the expressions below or your own words. Then present the dialogues with your partner to the class.

Dialogue 1 Contact the guest to reconfirm the tour

Student A: Suppose you are Sun Hui, an English tour guide. And your partner is a tourist from Iran. You reconfirm tomorrow's tour with the tourist because of the change of tour guide. Talk with your partner about this using the information and expressions given below.



Information	Expressions
Telephone the guest.	May I...?
Explain the reason for change of tour guide.	Ms. Mo...
Confirm tomorrow's tour with the guest.	The park...
Adjust something according to the guest's requests.	What about...?

Student B: Suppose you are a tourist from Iran. Your partner is Sun Hui, your English tour guide. You reconfirm tomorrow's tour with the tour guide because of the change of tour guide. Talk with your partner about this using the information and expressions given below.



Information	Expressions
Receive a call from the new tour guide.	Hello...
Know the reason for change of tour guide.	I feel...
Confirm tomorrow's tour with the tour guide.	The time...
Want to cancel something in the tour.	Could I...?

Dialogue 2 Solve the problems after contacting the guests

Student A: Suppose you are Sun Hui, an English tour guide. And your partner is a restaurant manager and a tourist from Vatican. You want to change the dinner menu according to the guest's request and then reply to the guest. Talk with your partner about this using the information and expressions given below.



Information	Expressions
Tell the restaurant manager your problem.	The guest...
Ask the restaurant manager's help to solve it.	Would you please...?
Confirm the new dinner menu with the restaurant manager.	With beer...
Reply to the guest.	I have...



Student B: Suppose you are a restaurant manager and a tourist from Vatican. Your partner is Sun Hui, your English tour guide. You help the tour guide change the dinner menu according to the guest's request and then receive a reply from the tour guide. Talk with your partner about this using the information and expressions given below.



Information	Expressions
Know the tour guide's problem.	I know...
Help the tour guide change the dinner menu.	I try...
Confirm the new dinner menu with the tour guide.	No wine...
Receive the reply from the tour guide.	I am glad...

Task 2 Supplementary Reading

Tourism in China

Tourism in China has greatly expanded over the last few decades since the beginning of China's reform and opening to the world. The emergence of a newly rich middle class and an easing of restrictions on movement by the Chinese authorities are both fueling this travel boom. China has become one of the world's most-watched and hottest inbound and outbound tourist markets. The world is on the cusp of a sustained Chinese tourism boom.

China is the third most visited country in the world. The number of overseas tourists was 55.98 million in 2010. Foreign exchange income was 45.8 billion dollars; the world's fourth largest in 2010. The number of domestic tourist visits totaled 1.61 billion yuan, with a total income of 777.1 billion yuan.

According to the WTO (World Tourism Organization), in 2020, China will become the largest tourist country. In terms of total outbound travel spending, China is expected to be the fastest growing in the world from 2006 to 2015.

China's growing economy is also generating a surge in business travel. In China the percentage of sales dependent on business travel is (38%) higher as compared to the U.S. (21%)

and the U.K. (28%), according to the World Travel & Tourism Council's 2013 business travel forecast for the Asia-Pacific region.

History

Between 1949 and 1979, China was closed to all but open to selected foreign visitors. In the late 1970s, when Deng Xiaoping decided to promote tourism vigorously as a means of earning foreign exchange, China started to develop its tourist industry. The major hotel construction programs greatly increased the number of hotels and guest houses, and more historic and scenic spots were renovated and open to tourists. And professional guides and other service personnel were trained.

The expansion of domestic and international airline traffic and other tourist transportation facilities made travel more convenient. Over 250 cities and counties had been open to foreign visitors by the mid-1980s. Travelers needed only valid visas or residence permits to visit 100 locations; the remaining locales required travel permits from public security departments. In 1985 approximately 1.4 million foreigners visited China, and nearly U.S.\$1.3 billion was earned from tourism.

Inbound

China has become a major tourist destination following its reform and opening to the world in the late 1970s. In 1978, China received about 230,000 international foreign tourists, mostly because of the severe limitations that the government placed on who was allowed to visit the country and who was not. In 2006 China received 49.6 million international visitors, making it the fourth most-visited country in the world. In 2007 international tourist arrivals to China increased to 54.7 million.

Tourist Services

The fast development of China's transportation infrastructure provides wide-ranging travel for domestic and overseas tourists. Throughout China a great many hotels and restaurants have been constructed, renovated or expanded to satisfy all levels of requirement, and there are now about 9,751 hotels with star ratings. All large or medium-sized cities and scenic spots have hotels with complete facilities and services for both domestic and international visitors.

China currently has more than 1,300 international travel agencies, 249 of them located in Beijing, Shanghai, Tianjin, Chongqing and so on. On June 12th, 2003, the China National Tourism Administration and the Ministry of Commerce jointly issued Interim Regulations on the Establishment of Foreign-funded or Wholly Foreign-owned Travel Agencies. On July 18th, 2003, the China National Travel Administration approved the registration of JALPAK International (China) Ltd. as the first wholly foreign-owned travel company to enter China's tourist market. The company has started operations in Beijing, mainly handling Japanese tourism in China. On December 1st, 2003, TUI China Travel Company was formally established in Beijing—the first



overseas-controlled joint venture in China's tourism industry. The controlling party is Martin Buese China Ltd. and TUI—Europe's largest travel group. Their Chinese partner is China Travel Service that has a network of over 300 local offices.

China's Tourism Industry

With the speedy emergence of Chinese travel and tourism industry and expansion of the travel market, one can be certain about the contribution the Chinese people make to social development and wellbeing. May 1st Vacation, National Day Holiday and Spring Festival Holiday witness a lot of activities. These three holidays in particular provide ample business opportunities for the other industries associated with the travel and tourism industry in China. The associated industries include retail market, entertainment industry, hospitality industry, etc.

China's Tourism Industry in the Global Market

The Chinese tourism industry offers services keeping up with the global standards. China has always been a traveler's delight. Promoting Chinese tourism industry efficiently in the global market has contributed significantly to the development of the China tourism industry. Along with tourists from other countries, local or domestic travelers also contribute to the growth of the China tourism industry. As China offers an optimum mix of modern economic setup and also boasts of a rich history heritage, tourists prefer to experience the joy of this Asian country.

A Tick true (T) or false (F) according to the passage.

1. China started to develop its tourist industry before 1980s. ()
2. China has become a major tourist destination because of Deng Xiaoping's policy. ()
3. The improvement of transportation does nothing with the tourism industry. ()
4. The China National Tourism Administration doesn't allow foreign travel agency to enter in China. ()
5. With the development of tourism industry in China, the associated industries have more business than before. ()

B Fill in the blanks after your reading.

The Chinese tourism industry offer services keeping up with _____. China has always been a traveler's _____. Promoting Chinese tourism industry efficiently in the global market has _____ to the development of the China tourism industry. Along with tourists from other countries, local or domestic travelers also contribute to _____. As China offers _____ of modern economic setup and also _____ a rich history heritage, tourists prefer to _____ of this Asian country.