

Contents

Unit 1	How to Give Tourists a Good Impression	1
Reading One	Introduction: The Procedure of Meeting the Guest	4
Reading Two	Introduction: How to Make a Normalized Welcome Speech	9
Unit 2	How to Offer Service in the Hotel	19
Reading One	Introduction: Hotel Service	22
Reading Two	Introduction: Check and Discuss the Itinerary with the Tour Escort	27
Unit 3	What to Eat and Drink in China	37
Reading One	Introduction: Service in Food and Beverage	40
Reading Two	Introduction: Chinese Tea	44
Unit 4	Tour of Ancient Towns	54
Reading One	Introduction: How to Guide the Tourists in the Scenic Spot	57
Reading Two	Situational Dialogue: Vatican City State	61
Unit 5	Tour of Mountains	70
Reading One	Introduction: “Four Wonders” of Mount Huangshan	73
Reading Two	Situational Dialogue: Mount Fuji	76
Unit 6	Tour of Historical Sites	85
Reading One	Introduction: Terra-Cotta Warriors and Horses	88
Reading Two	Situational Dialogue: Pyramids of Egypt	91

Unit 7	Tour of Water	101
Reading One	Introduction: West Lake	104
Reading Two	Situational Dialogue: Niagara Falls.....	107
Unit 8	What to Get Back Home	116
Reading One	Introduction: Rules for Tour Guide's Service in Shopping	119
Reading Two	Introduction: Shopping in China	124
Unit 9	How to Arrange Recreational Programs	133
Reading One	Introduction: Arrange the Recreational Program.....	136
Reading Two	Introduction: Huangmei Opera	141
Unit 10	How to Offer Seeing-off Service	150
Reading One	Introduction: The Procedure of Seeing Guests off ...	153
Reading Two	Introduction: How to Make a Farewell Speech	158
Appendix I	New Words and Expressions	169
Appendix II	Keys and Transcripts	187

Unit 1

How to Give Tourists a Good Impression

Learning Objectives

- Knowledge: Grasp the usage of the words and expressions in the text.
- Ability: 1. Meet the guests at the airport and solve any problems that may occur properly.
2. Deliver a welcome speech.
3. Write a welcome speech in your own words.
- Quality: Have a good preparation for the first step of the service process of a tour guide.

Focus on the Topic

Pair work: Discuss the following questions with your partner.

1. How long should a tour guide get to the airport to meet the guests in advance?
2. What kind of preparation should a tour guide make before he/she meets the tourists?
3. How should a tour guide dress himself/herself?
4. What is the most important for a tour guide when he/she shows up in front of the guests for the first time?

Vocabulary Study

1. Find the answers of the following words or phrases from the Chinese given below, then compare the answers with your partner.

(1) Words: Try to remember the following words according to the phonetic symbols.

Words	Phonetic Symbols	Chinese	Words	Phonetic Symbols	Chinese
contact	/ˈkɒntækt/		enthusiastic	/ɪn.θju:zɪˈæstɪk/	
sightseeing	/ˈsaɪtsi:ɪŋ/		verify	/ˈverɪfaɪ/	
influence	/ˈɪnfluəns/		coach	/kəʊtʃ/	
humorous	/ˈhju:mərəs/		considerate	/kənˈsɪdərɪt/	
porter	/ˈpɔ:tə/		qualified	/ˈkwɒlɪfaɪd/	

Chinese meaning:

A. 影响 B. 体贴的; 考虑周到的 C. 热情的 D. 行李员 E. 旅游车
F. 核实 G. 合格的 H. 联系 I. 游览, 观光 J. 幽默的

(2) Phrases: Find out the Chinese meanings of the phrases and try to make sentences with them.

Phrases	Chinese	Phrases	Chinese
local guide		national guide	
tour leader		luggage claim area	
travel service		tour group	
hand over		play the role of	
relevant department		parking lot	
China International Travel Service, Shanxi Branch			
China Comfort Travel Service			

Chinese meaning:

- | | | |
|------------------|--------|-------------------|
| A. 旅行社 | B. 领队 | C. 有关部门 |
| D. 中国国际旅行社, 山西分社 | E. 地陪 | |
| F. 中国康辉旅行社 | G. 转交 | H. 担任……角色; 起……作用 |
| I. 行李提取处 | J. 停车场 | K. 全陪 L. 旅游团 |

2. Choose the correct word underlined in each sentence.

- (1) We received enthusiastic/enthusiasm service at the restaurant which made us very satisfied.
- (2) Tom is full of humorous/humour that we laugh all the time when we stay with him.
- (3) I will tell him when he arrives/arrival home.
- (4) He is a very considerate/consider friend and we don't have to worry about anything.
- (5) Please hand this parcel out/over to my brother.
- (6) Please keep in contact/contract with us.
- (7) How many pieces of luggage/luggages do you have?
- (8) Sometimes we do a lot of sightseeing/sightseeings on holiday.
- (9) A local guide/national guide refers to the person who accompanies tourists to the other places to visit.
- (10) China Youth Travel/Tour Service is very famous in China.

3. Translate the following sentences into English with the words given in the brackets.

- (1) 你考虑得太周全了, 给了我很大的帮助。(considerate)

- (2) 游客到达之后, 地陪应该给予热烈的欢迎。(arrival, warm-hearted)

- (3) 他的热情服务给我们留下很深的印象。(enthusiastic)

(4) 请随时跟我们保持联系。(keep in contact with)

(5) 全陪在旅游过程中起到了很重要的作用。(national guide, play an important role in)

Reading One

► Introduction

The Procedure of Meeting the Guest

It is of great importance for a local guide to meet the tourists, as it is the first **contact** between the local guide and the tour group. It will **influence** the latter working quality directly. During the course, the local guide should offer the tour group timely, **enthusiastic** and friendly service; help them know the general situation of the local restaurants and the **sightseeing** activities.

When the tour group arrives at the airport, the local guide should remember to do the followings:

1. Find the tour group and **verify** the tour code, the name of the national guide or the tour leader, the information of the tour members.
2. Verify the actual number of the tour group with the national guide or the tour leader. If there is any change, inform the relevant department of the local travel service.
3. Check the **baggage** with the national guide or the tour leader and the **porter**, and then hand them over to the porter.
4. Help the tour group get on the **coach**. The local guide should stand by the car door, with smile on the face, to help the old and kids. When the members are on the coach, ask the driver to start after setting the luggage and counting the number of the tour group politely.

There is a saying in English “well begun is half done”, **emphasizing** the importance of the beginning. As a **qualified** tour guide, you should play the role very well at the very beginning, and you should be warm-hearted, **humorous** and **considerate**.

► Situational Dialogues

Dialogue 1

Lin Tian is a local guide, and she is meeting a tour group from America at Taiyuan Wusu Airport. She is talking with the tour leader, Mr. Black.

(A: Lin Tian B: Mr. Black)

A: Excuse me. Are you Mr. Black from America?

B: Yes, I am. Are you our local guide here?

A: Yes. I'm Lin Tian from China International Travel Service, Shanxi Branch.
Welcome to Taiyuan.

B: Thank you.

A: How was your trip?

B: Pretty good. People were **chatting** all the way. They are now preparing to leave the airport. Some of them are at the **luggage claim area**, so we have to wait for a moment.

A: No hurry. There are 18 people altogether in your group, right?

B: Yes. Oh, they are coming.

A: Good. Can we check the luggage now?

B: Of course. Here they are 20 pieces altogether. Shall we take them to the bus?

A: No, you needn't. I'll ask the porter to take care of them. Is everybody here now?

B: Let me check. Yes, everyone is here.

A: Before we move, could you tell the guests to follow my flag since it's so crowded here?

B: Sure. You go ahead and we will follow you.

Dialogue 2

In the airport lobby, Meng Jia, a young tour guide from China Comfort Travel Agency, is waiting for a tour group from Canada. She holds a sign in her hands with the name of James Green, the tour leader. Mr. Green notices the sign and comes over to her.

(A: Meng Jia B: James Green)

A: Excuse me! Are you Mr. Green from **Ottawa**?

B: Yes, I'm James Green, the tour leader of this group.

A: Nice to meet you, Mr. Green. I'm Meng Jia, your tour guide from China Comfort

Travel Service.

B: Nice to meet you, too, Miss Meng.

A: (*Meng Jia shakes hands with Mr. Green and other tourists*) Welcome to China and Welcome to Beijing!

B: We're so glad that you've come to meet us at the airport.

A: You are welcome! Did you have a good trip, Mr. Green?

B: Yes, quite pleasant. But we feel a bit tired after such a long flight.

A: Yes, you must. You all need a good rest first.

B: Nevertheless we are all so excited that we've finally arrived in the country that we have been wishing to visit for years.

A: You will have plenty of time to see some **places of interest** in Beijing. You have a group of 15, right?

B: No. There is a last minute change. Mr. and Mrs. Black were not able to come. So now there are 13 people in my group.

A: OK, I see. Is everyone here now?

B: Let me see. Yes, everybody is here now.

A: Good. Shall I help you with your luggage, Mr. Green?

B: No, thanks. I can manage.

A: Please follow me, ladies and gentlemen! The coach is just waiting in the **parking lot**.

B: That's fine. Hurry up, guys!

A: This way, please.

(763 words)

► Read for Main Ideas

Choose the best answer according to the passage.

1. In order to give the tourists a good impression, the tour guide should offer _____ service.

- A. timely
- B. enthusiastic
- C. gracious
- D. friendly
- E. sincere

2. After the tour group arrives, the local guide should _____.
 - A. find the tour group
 - B. call the driver and tell him the group has arrived
 - C. verify the actual number of the tour group
 - D. check the baggage
 - E. tell the restaurant to prepare the meal for the group
 - F. help the tour group board the coach
3. How does Mr. Black think of the trip?
 - A. Boring.
 - B. Pretty good.
 - C. Tired.
 - D. Exciting.
4. What is the change of the tour group from Canada?
 - A. Two people didn't come.
 - B. One person didn't come.
 - C. There are two more people in the group.
 - D. There is one more person in the group.

► Read for Details

Use the words in the passage to complete the following sentence.

1. The first impression of the tour guide will _____ the latter working quality directly.
2. The local guide should check the number of the luggage with _____ or the tour leader.
3. After the tour group arrives, the tour guide should verify the tour code, the name of the national guide or the tour leader, the _____ of the tour members.
4. If there is any change, the local guide should inform the _____ of the local travel service.
5. After checking the luggage with the national guide or the tour leader, the tour guide should hand them over to the _____.
6. After the tourists get off the plane, they should go to _____ to get their luggage.
7. There are some _____ in Beijing for the tourists to visit.

8. Usually the cars or buses will wait at the _____ of the airport.

► Make Inferences

Read the passage carefully and then decide whether the statements are true (T) or false (F).

1. If you play the role of a tour guide well at the very beginning and give the tourists a good impression, you are qualified. ()
2. After finding the tour group, the tour guide should verify the tour code, the name of the national guide or the tour leader and the information of the tour members. ()
3. The tour guide doesn't need to help the tourists when they are getting on the coach. ()
4. The luggage of the tourists' will be sent to the hotel by the porter. ()
5. There are 15 people in Mr. Green's group actually. ()

► Express Opinions

What other qualities are important and necessary for a tour guide? Make your own answer and exchange it with your partner.

- | | | |
|-----------------------|------|-----|
| 1. Optimistic | Yes? | No? |
| Reason: _____ | | |
| 2. Helpful | Yes? | No? |
| Reason: _____ | | |
| 3. Outgoing | Yes? | No? |
| Reason: _____ | | |
| 4. Knowledgeable | Yes? | No? |
| Reason: _____ | | |
| 5. Tough-minded | Yes? | No? |
| Reason: _____ | | |
| 6. Beautiful/handsome | Yes? | No? |
| Reason: _____ | | |

Reading Two

► Introduction

How to Make a Normalized Welcome Speech

As a tour guide, if you want to give the guests a good impression, you should make such a **normalized** welcome speech that includes the following five points:

1. Showing your welcome. Express your **sincere** welcome to the guests **on behalf of** the local travel agency.
2. Showing your **attitude**. In order to make the tour smooth and successful, you should express your willingness to offer enthusiastic service and try to make them satisfied.
3. Introducing your team. In order to let the guests get familiar with the **staff** who offer the service, the tour guide should introduce the coach driver, the members concerned and yourself.
4. Announcing the **itinerary in advance**. In this part, you should give a brief introduction of the general situation of the city, the temperature, the custom, the hotel they'll stay, the matters that need attention and the places they will visit.
5. Wishing their visit a great success. At the end of the speech, you should express that you hope to get the support and **cooperation** from the guests to make the tour successful and bring them a pleasant stay.

► Situational Dialogue

After the tour group gets on the bus, Tang Li, the tour guide of China International Travel Service is making a welcome speech to the tourists.

(A: Tang Li B: Tour member)

A: Good morning, ladies and gentleman. Welcome to Changchun. I'm very pleased to be your guide during your stay here. My name is Tang Li, you can call me Lily.

B: Good morning. Lily.

A: After such a long trip. I think you must be tired. Please sit back and relax. Your luggage will be sent to the hotel by another bus, so you don't have to worry about it.

B: Thank you. You're so considerate.

A: You're welcome. On behalf of China International Travel Service, Changchun

Branch, I'd like to extend our warmest welcome to you. Now, please allow me to introduce our driver, Mr. Li. He has more than ten years of driving experience so he will make our trip safe and pleasant. There will be a lot of tour buses at the **scenic spots**, so I **recommend** that you remember the number of the bus: 23456. As an old Chinese saying goes, "Isn't it a great pleasure to have friends coming from afar?" Mr. Li and I will do as much as we can to make your visit here pleasant and enjoyable. If you have any special interests, please don't **hesitate** to let us know. We'll appreciate your understanding and cooperation.

We will always **inform** you in advance when we will meet and when we will have our meals. It's very important that you always try to be on time. To make sure that we don't have any problems, I'd like to **remind** you of the time difference. Now it is September 20th and the **current** time is 10:00 a. m. Please **adjust** your watches.

The Hotel we will stay in is Holiday Inn. It will take us 20 minutes to get there. After the check-in, you can have a good rest. Tomorrow we will start the sightseeing in Changchun. I hope you will enjoy your stay here.

B: Thank you. Lily.

(498 words)

► Answer Questions

Answer the following questions according to the text.

1. Which travel service is Tang Li from?
2. How long has Mr. Li been a driver?
3. Why does Tang Li recommend the tourists to remember the number of the bus?
4. What does the sentence "Isn't it a great pleasure to have friends coming from afar" mean?
5. Why does Tang Li tell the tourists the time?
6. Where will the tourists stay in Changchun?

► Translation

Translate the following sentences into English or Chinese.

1. 女士们, 先生们, 我谨代表中国国际旅行社和我们的司机, 对大家的到来表示最热烈的欢迎。

2. 在你们于本市旅游期间,陈先生和我将竭诚为你们服务。

3. 希望你们在这里过得开心。

4. 大家都上车了吗?

5. 如果你们有什么困难和要求,请告诉我们。

6. Good morning, ladies and gentlemen. I'm your local guide, and my name is Linda.

7. I will be at your service.

8. Here is the coach for our trip. Please keep the number in mind.

9. I wish you all a pleasant time.

10. Take the lead, please. I'll bring up the rear.

► Writing

According to the sentences given below, write a short welcome speech in your own way.

Asking for attention

1. Good morning/afternoon/evening, ladies and gentlemen.
2. May I have your attention, please?
3. Ladies and gentlemen, attention please?
4. Ladies and gentlemen, please let me have your attention for a moment.

Self-introduction

1. I'm Xiao Lei, your local guide from China Youth Travel Service.
2. First, please allow me to introduce myself. My name is Xiao Lei.
3. I'm your local guide from China International Travel Service. You can call me Lei.

4. My Chinese name is Xiao Lei, but you can call my English name Sean.

Introducing the driver to a group

1. Please allow me to introduce Mr. Wang, our driver on this trip.
2. Please let me introduce my colleague first. Mr. Wang is our driver who has ten years of driving experience.
3. May I introduce to you Mr. Wang, our driver on this trip?

Giving welcome

1. Welcome to Wuhan, China.
2. First let me express a warm welcome to you.
3. On behalf of China Travel Service and myself, I warmly welcome you to Chengdu.
4. On behalf of our company, I would like to express our warmest welcome to you all.
5. On behalf of CYTS(China Youth Travel Service), I'm very glad to have all of you here.

Expressing intentions to provide good service

1. We are glad to be at your disposal.
2. If you have any problems or requests, please feel free to ask me.
3. If you have questions or requests, please don't hesitate to tell us.
4. We'll do everything possible to make your visit a pleasant experience.
5. We'll do as much as we can to smooth your way, care for your welfare, and assist you in whatever way we can.
6. I shall do all I can to make everything easy for you. Please don't hesitate to ask at any time if you need my help.
7. I'm sure you'll have an abundance of things to see and experience during your stay here.
8. My job is to smooth your way, care for your welfare, answer your questions and be your guide and interpreter.

Giving good wishes for a pleasant stay

1. I hope you will have a good time in Anhui.

2. I wish you will enjoy your stay in our city.
3. I hope your visit in this city will be a happy and memorable experience.
4. I sincerely wish you a pleasant and comfortable stay and a fantastic holiday.
5. I'm sure this trip will be one of your most unforgettable experiences in your life.
6. I do hope that this trip will be the most memorable one you've ever had.

A Welcome Speech

Task-driven Practice

Task 1 Finish the following exercises and learn the meaning and usage of some words and expressions.

1. Match the English words or phrases in Column A with the Chinese in Column B.

A	B
() (1) place of interest	a. 通知
() (2) on behalf of	b. 建议
() (3) attitude	c. 提前
() (4) enthusiastically	d. 印象

- | | |
|--------------------|-------------|
| () (5) inform | e. 名胜古迹 |
| () (6) impression | f. 旅行计划,行程 |
| () (7) recommend | g. 代表…… |
| () (8) in advance | h. 态度 |
| () (9) current | i. 热情地 |
| () (10) itinerary | j. 目前的; 现在的 |

2. Write out the correct form of the words given in the brackets.

- (1) Godfrey had been _____ to me. (friend)
- (2) When we meet with difficulties, he always helps us _____. (enthusiasm)
- (3) I'd like to be a _____ guide and go to everywhere with the tourists. (nation)
- (4) He has made a good _____ for going to college. (prepare)
- (5) There is no place in the _____ lot. (park)
- (6) Do you know the _____ time of the flight? (depart)
- (7) Mr. Deng is the tour _____ of our group. (lead)
- (8) We feel very tired after so long a _____. (fly)
- (9) There are a lot of places of _____. (interesting)
- (10) The babies are so _____ when they get to the amusement park. (excite)

3. Complete the following sentences according to the Chinese given in the brackets.

- (1) It is my pleasure to be your _____ during your trip in Chengdu. (地陪)
- (2) I'm your tour guide from _____. (中国国际旅行社)
- (3) I want to know _____. (你们一共有多少件行李)
- (4) Could you tell me the _____? (旅行日程)
- (5) Could I _____ the luggage to the porter now? (转交)
- (6) If there is any change, please tell me _____. (提前)
- (7) As a tour guide, we should be _____, _____, and _____. (热心、幽默、考虑周全)
- (8) He _____. (给我留下了很好的印象)

Task 2 *As a local guide, you should get the information about the tour group from the tour leader when you're meeting them at the airport (railway station or dock). Try to make a dialogue according to the cues given below and then exchange roles.*

Cues

Student A

You're from Guangzhou City Travel Service. You are going to meet an American tour group at Baiyun Airport. You want to get some information from the tour leader to identify the group. Here are some questions you would ask the tour leader:

1. May I have your name, please?
2. Where are you from?
3. Which travel service are you from?
4. How many people are there in your group?
5. How many adults and children are there in your group?
6. How many pieces of luggage do you have?

Student B

You're John Smith, a tour leader of an American group. You are met by the local guide from Guangzhou City Travel Service at Baiyun Airport. Here is some information for your reference to answer the questions from the local guide:

1. John Smith, the tour leader of the group
2. New York City, the United States
3. Greenland Tour
4. 26 tourists
5. 20 adults and 6 kids
6. 30 pieces of luggage altogether

Task 3 *Make dialogues with your partner and find out the best way to solve these kinds of problems.*

1. As a tour guide, you were late for meeting the tour group because you ran into a car accident on the way to the airport and got stuck. What would you say to the tour group and what would you do next to minimize the dissatisfaction of the tourists?
2. At the airport, one of the tourists can't find his luggage at the luggage claim area. How should you help him find it with the national guide or the tour leader?
3. At the airport, after the tourists get their luggage, one lady finds that her luggage is broken. How should the local guide help her with the problem?

Task 4 *Fill in the blanks with the words given and discuss the following topics.*

over	concerned departments	explanation	vehicles
misunderstanding	travel agency	accommodations	in advance
itinerary	arrival time	double-check	apology

1. As a tour guide, how to avoid being late for meeting the tourists?
 - (1) Read reception plan carefully and get the exact _____ and place as well as transportation means.
 - (2) Before leaving for the airport (train station or port), _____ the exact arriving time.
 - (3) Start as early as possible and arrive at the airport (train station or port) at least 30 minutes _____. Upon arrival, check again the arrival time.
2. If one tour guide failed to meet the tour group, what should he do to make up?
 - (1) If it is the tour guide's fault, he should make an _____ sincerely and give out the reasons immediately, and offer more considerate and enthusiastic service to gain the guests' trust and pardon.
 - (2) If it is caused by the objective factors, the tour guide should contact the Travel Agency immediately to check the reasons and explain to the guests patiently to avoid any _____. Also he should try to fulfill the given

task and invite the leader of the Travel Agency to make apologies and compensate the tour members if necessary.

3. What should a tour guide do if his/her tour group misses the airline, train or ship?
- (1) Report to the Travel Service or the _____ and ask for help.
 - (2) Contact the airport, railway station or port and help the tour members transfer to the follow-up flight/train/ship immediately or transfer to the charter liner or other means of _____.
 - (3) Soothe the tour members and make a good arrangement for the _____ and the tour during the stay.
 - (4) Inform the next destination immediately to alter the _____.
 - (5) Make an apology to the tour members.
 - (6) Submit a trip report including full _____ of problems and responsibilities.
4. What should a guide do if he/she mistakes another group for his/her own?
- (1) If the tour group belongs to another travel agency, he should first report the case to his travel service and make an apology to the tourists. Meanwhile, he must hand the tour group _____ to that travel agency.
 - (2) If the tour group belongs to the _____ that the guide works for, yet he/she is not supposed to be their guide, the local guide may make the best of the mistake by acting as their guide and picking them up.

Task 5 *Listen to the passage carefully and fill in the blanks. Then try to retell it in your own words.*

Good morning, ladies and gentlemen. I am Zhao Yue from _____ (1) _____.
_____ (2) _____ my company and my colleagues, I'd like to say welcome to China and welcome to Beijing, our capital city. I'll be your local guide during your stay in Beijing. Please allow me to introduce your driver, Mr. Zhang, who has 20 years of _____ (3) _____. So you don't have to worry about the safety here. We'll be at your _____ (4) _____ at any time. We'll do everything possible to make your visit here a _____ (5) _____ experience. If you have any problems or suggestions, please don't hesitate to let us know.

For most of you I suppose this is your first trip to China. You must be tired

after such a long flight. Please reset your watches. We are 8 hours _____ (6) London. It is 10:00 a. m. Beijing time.

While you are here, you will experience our _____ (7) and history as well as the achievements of modern China.

Chinese culture is considered as one of the oldest civilizations, although the PRC is among the youngest nations of the world. The history of Chinese culture and China dates back over 5,000 years ago, while the People's Republic of China was established on _____ (8), 1949.

We are still a developing country, especially in tourism industry. In the past, Chinese people could only _____ (9) the necessities of life. After the beginning of the economic reform in 1978, we are making _____ (10) towards modernization, and we are having some free time and money to tour, not only in China but also _____ (11). Years ago, we didn't have enough hotels and restaurant to serve tourists. But now, things are quite different.

The hotel we'll stay is Sheraton Hotel. It will take us 40 minutes to get there. Now you could sit back and _____ (12) for a while. I will call you when we get to the hotel.

Task 6 *According to the following information, make up an oral welcome speech, and share it with the class.*

Name of the tour guide	Lin Tao	Travel service	China Comfort Travel Service
Name of Driver	Mao Jian	Driving experience	Since 1980 to now
Temperature	23℃	Current time	10:40
Hotel	Xiangshan Hotel	Lunch time	11:30
Itinerary	Afternoon: Summer Palace Evening: Peking Opera Tomorrow morning: the Great Wall Tomorrow afternoon: Wangfujing Street		

Achievement Test

After learning this unit, you are required to finish Test 1 in supplementary material.