



Post 1

National Guide Service





1

Work Scenario

Meeting the Group at the Airport

After learning this unit, you will be able to:

1. identify a tour group at the airport;
2. greet the group at the airport;
3. understand and practice professional ethics for tourism professionals.

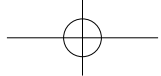
Part I Warm-Up

Task 1 Match the words on the left with their meanings on the right.

passport	a tract of land or water with facilities for the landing, takeoff, shelter, supply, and repair of aircrafts
airport	suitcases, trunks etc.
luggage	traveling around from place to place
customs	an official document issued by the government of a country to one of its citizens
boarding	the place where your bags are checked for illegal goods when you enter a country
tour	the act of a person who boards a ship, a train or an airplane

Task 2 Work in pairs and discuss.

Have you ever been on a group tour? Share your experiences with your partner.



Part II Sample Dialogue

senior /'si:nɪə(r)/ *adj.* (地位、水平或级别) 较高的; 高级的

branch /brɑ:ntʃ/ *n.* 分公司

Malaysia /mə'leɪzə/ *n.* 马来西亚

agency /'eɪdʒənsi/ *n.* 代理机构

fantastic /fæn'tæstɪk/ *adj.* 非常棒的

claim /kleɪm/ *vt.* 认领

vehicle /'vi:əkl/ *n.* 车辆

coach /kəʊtʃ/ *n.* 大巴

lot /lɒt/ *n.* 停车场

CITS China International Travel Service 中国国际旅行社

on the whole 总的来说

Background Lin Feng is a senior tour guide of CITS Guizhou branch. Today he will go to the airport and pick up a tour group from Malaysia.

Lin Feng: Excuse me, are you the Sunshine tour group from Malaysia?

Mr. Brown: Yes, we are.

Lin Feng: What's your group number and your travel agency?

Mr. Brown: Our group number is GSTA-01023. And our organizer is the Global Sunshine Travel Agency.

Lin Feng: So you must be Mr. Brown, the group leader?

Mr. Brown: Yes, I am. And you are...

Lin Feng: I'm Lin Feng, your guide from CITS Guizhou branch. You can call me Roy.
Nice to meet you, Mr. Brown. And welcome to Guiyang!

Mr. Brown: Nice to meet you, Roy. It's very kind of you to meet us at the airport.

Lin Feng: It's my pleasure. How was the journey, Mr. Brown?

Mr. Brown: You can call me Martin. On the whole, it was fantastic.

Lin Feng: You must be tired after the journey. Let's go to the hotel and have a good rest, OK?

Mr. Brown: Good idea.

Lin Feng: You have a group of 25. Have you claimed all your check-in luggage?

Mr. Brown: Yes, everybody is here with their luggage.

Lin Feng: Could you please put your luggage together here? Your luggage will be put on another vehicle and sent to the hotel.

Mr. Brown: Great.

Lin Feng: One, two, three... There are 25 pieces of luggage in all, right?

Mr. Brown: Yes.

Lin Feng: Well, the coach is waiting in the lot. Shall we go now?

Mr. Brown: A moment, please. Let me take a look. Yes, everyone is here. Let's go.

Task 1 Translate and complete the sentences.

1. A: Excuse me, _____ (您是来自马来西亚的布朗先生吗)?
B: Yes, I am.
2. A: _____ (你们团一共有25个人, 对吗)?
B: That's right.
3. A: Well, the coach is waiting in the lot. _____ (我们现在走吧)?
B: A moment, please.

Task 2 Translate the following sentences.

1. 很高兴见到大家。一路上还顺利吗?
2. 我是来自中国国际旅行社贵阳分社的导游, 刘洋。
3. 现在请大家检查自己的行李。如果没问题, 请大家跟我来。
4. 让我来帮您拿行李, 好吗?
5. 稍等, 我检查一下人是否齐了。

Task 3 Make a dialogue with your partner based on the following situation.

Suppose you are Yu Fang, a tour guide from CYTS Guangzhou branch. You are meeting a group of tourists from London headed by John Brown at Baiyun International Airport. You need to greet John, verify his identity, ask about their journey and take them to the hotel directly.

Tourism sentence bank

1. Welcome to Guangdong. 欢迎大家来到广东。
2. This is our driver, Mr. Li, and our license plate number is F3421. 这是我们的司机李师傅，我们的车牌号是F3421。
3. Now we go to the hotel where you are going to stay. 我们现在去大家将要下榻的酒店。
4. Everyone must be tired after such a long plane ride. 坐了这么久的飞机，大家一定都累了。
5. I hope you will have a pleasant stay here. 希望你们在这里玩得开心。

Part III Extensive Reading

Five Points of Professional Ethics for Tourism Professionals

1. Be warm and friendly, tourists first

This is the most fundamental ethical standard for tour guides, a code of conduct for tour guides to treat tourists, and a long-standing reception policy for China's tourism industry. It requires every tour guide to carry forward the excellent tradition of China's hospitality and etiquette throughout the entire reception process, consider everything for the sake of tourists, and strive to meet their reasonable and legitimate requests.

2. Be sincere and fair, reputation first

Integrity is a code of conduct to deal with the benefit-based relationship between tourism enterprises and tourists properly. Sincerity and fairness require every tour guide to act responsibly towards the country and tourists, conscientiously implement national pricing policies, strictly implement quality standards, and provide honest services.

3. Be civilized and courteous, top-quality service first

This is the basic requirement for interpersonal communication between tour guides and tourists and the pursuit of professional efficiency in providing services. The core of civility

and courtesy is respect, requiring tour guides to be dignified in their demeanor, polite in speech, friendly in attitude, and thorough in service during reception work. Services should be provided strictly according to the quality standards and normative (标准的, 规范的) procedures of tour guiding, offering personalized services to tourists.

4. Be united and cooperative, overall interests first

This is a code of conduct for tour guides to handle the relationships among colleagues, departments, enterprises and industries. It calls for every tour guide to work towards the common goal of developing our country's tourism industry, striving to achieve unity and cooperation, and properly balancing the relationships among the individual, the collective, and the nation. Efforts should be made to ensure that personal interests are subordinate to collective interests, local interests to overall interests, and immediate interests to long-term interests.

5. Be disciplined and law-abiding, honesty first

This is a code of conduct for tour guides in properly handling public and private relationships. Due to the strong independence and dispersion (分散性) of tour guides' professional activities, a high degree of self-awareness in professional discipline is particularly important. It requires every tour guide to be honest and upright, handle affairs impartially, obey national laws and regulations, and conscientiously implement the discipline and rules of the tourism industry.

Questions

1. How do you understand "tourists first"?
2. How to properly handle the relationship between public and private matters?



Work Scenario 2

On the Way to the Hotel

After learning this unit, you will be able to:

1. introduce a tour route briefly;
2. give a brief introduction of the hotel where you'll be staying;
3. understand the basic principles and tasks of a tour guide.

Part I Warm-Up

Task 1 Match the words and phrases on the left with their meanings on the right.

park	菜肴
hotel	前台
ancient town	导游
guide	古镇
cuisine	公园
front desk	酒店

Task 2 Work in pairs and discuss.

Introduce your hometown to your partner and have a discussion about it.

Part II Sample Dialogue

hesitate /'hezɪteɪt/ *vi.* 犹豫

ordinary /'ɔ:dənəri/ *adj.* 平常的

briefly /'bri:flɪ/ *adv.* 简明地

ancient /'eɪnʃənt/ *adj.* 古代的

naughty /'nɔ:ti/ *adj.* 淘气的

pavilion /pə'vɪljən/ *n.* 亭子

accommodation /ə,kɒmə'deɪʃən/ *n.* 住宿

cuisine /kwɪ'zi:n/ *n.* 菜肴

head for 出发

macaque monkey 猕猴

Background All the tourists have got on the bus. Lin Feng is going to take the group to Guizhou Hotel, which they have booked in advance.

Lin Feng: Is everyone on the bus?

Tourists: Yes, I think so.

Lin Feng: Ladies and gentlemen, welcome to Guizhou, China. I will be your national guide during your stay in China. My name is Lin Feng, and I'm from CITS Guizhou branch.

Tourists: Glad to meet you, Mr. Lin.

Lin Feng: Glad to meet you all. If you have any questions, please don't hesitate to let me know. Now we are heading for your hotel, Guizhou Hotel.

Tourists: Excuse me, could you tell me how long it will take?

Lin Feng: It usually takes 30 minutes. But as you know, this is the rush hour now. The traffic is very heavy. It will take at least 45 minutes.

Tourists: What's the time now?

Lin Feng: It's 5 o'clock. We can arrive at the hotel before dinnertime. Have you ever been to Guiyang?

Tourists: No, this is our first time to be here.

Lin Feng: I see. Let me introduce Guiyang briefly. Guiyang is an ancient city. It's famous for

its cool weather, delicious food, beautiful scenery and naughty macaque monkeys.

Tourists: Wow, monkeys! Shall we see them?

Lin Feng: Sure. Tomorrow we will go to the Qianling Park. Macaque monkeys can often be seen in the park.

Tourists: Great! Can we feed them?

Lin Feng: You'd better not, because they are very naughty. Besides, we will visit Jiaxiu Pavilion and Qingyan Ancient Town.

Tourists: Sounds interesting!

Lin Feng: We are arriving at the Guizhou Hotel. This five-star hotel not only offers first-class accommodation, cuisine and service, but also boasts a good location in the city center.

Tourists: It looks very comfortable.

Lin Feng: You must be tired after the journey. Please take your belongings with you and wait for a moment in the lobby. I'll check in for you.

Tourists: Thank you very much!

Task 1 Translate and complete the sentences.

1. Ladies and gentlemen, _____ (欢迎来到贵州).
2. Guiyang is an ancient city. _____ (它以凉爽的天气闻名).
3. _____ (明天我们将去) the Qianling Park.

Task 2 Translate the following sentences.

1. If you have any special needs, please don't hesitate to let me know.
2. If there is nothing else you want, I'll be leaving.
3. I can explain the tour routes in detail for you later.
4. Now we are heading for your hotel.
5. Please take your belongings with you.

Task 3 Make a dialogue with your partner based on the following situation.

Suppose you are a local guide. A guest finds that he lost his luggage at the airport and asks you to help him.

Tourism sentence bank

1. You can relax now, and I am at your service. 您现在可以休息了，我随时为您服务。
2. If you want to go out at night, please don't go alone or go too far from the hotel. 如果您晚上出去的话，请不要独自行动，也不要离酒店太远的地方。
3. I notice you have brought some valuables. Please pay attention to them. 我注意到您带了一些贵重物品。请注意保管好。

Part III Extensive Reading

The Job Description of a Tour Guide

A tour guide is a person who has acquired a tour guide certificate and is assigned by a travel agency to escort tourists on their travels, providing them with commentary and guiding service as well as other travel services.

The basic principles of guiding service

1. Take tourists as the primary consideration and be ready to provide exceptional service for them.
2. Safeguard the legitimate rights and interests of tourists.
3. Combine standardized service with special individualized service.

The basic tasks of a tour guide

1. Providing information and guidance: A tour guide's primary responsibility is to provide accurate and relevant information for tourists about the destinations they are visiting. This includes historical, cultural, and geographical information about the sites, as well as any details about local customs, traditions, and regulations.
2. Conducting tours: A tour guide leads groups of tourists through various attractions, providing commentary and explaining the highlights of each location. They ensure that tourists have an enjoyable experience by managing the schedule, coordinating transportation, and

organizing activities.

3. Assisting with logistics: Tour guides help with logistical tasks of the trip, such as arranging transportation, coordinating entry tickets, and managing timings to ensure that the tour runs smoothly and efficiently. They may also help with accommodations, restaurant recommendations, and other practical arrangements.

4. Ensuring safety and security: It is the responsibility of a tour guide to prioritize the safety and security of the tourists. They provide instructions and guidance on how to stay safe during the tour. They should ensure that everyone stays together and follows any necessary safety procedures.

5. Answering questions and addressing concerns: A good tour guide is knowledgeable and approachable, ready to answer any questions or address any concerns that tourists may have. They strive to help tourists have a deeper understanding and appreciation of the destinations they are visiting.

6. Enhancing the visitor experience: A tour guide aims to enhance the visitor experience by creating a welcoming and engaging atmosphere. They add a personal touch by sharing personal anecdotes, local stories, and interesting facts, making the tour more enjoyable and memorable.

Questions

1. According to the job duties mentioned above, what qualities are important for a tour guide?
2. How can you develop those qualities?