

<<模拟导游教程>>

图书基本信息

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内容概要

《旅游院校教学用书：模拟导游教程（修订版）》修订之后，共分为“初为导游”、“导游程序”、“景点导游”以及“沿途讲解”四个部分，共计30个单元。

从宏观层面上看，这四部分内容可归为两个版块，第一、第二部分属于第一版块，讲解导游工作流程与业务技巧方面的知识；第三、第四部分属于第二版块，主要是关于景点及文化方面的知识。

与上一版相比，我们增加了中国传统文化知识方面的内容（即第四部分），意在突出文化知识在今天导游活动中的重要性，并引导学习者在这方面做相应的知识储备，将自己培养成业务精、有内涵、适应时代要求的导游员。

《旅游院校教学用书：模拟导游教程（修订版）》第一部分延续了以往的做法，向学习者详细地介绍了导游员的核心概念、基本素质、工作职责及要求，以及在导游过程中可能遇到的常见和特殊问题及相应的解决办法等。

第二部分设置了导游员工作所涉及各个典型场景，并提供了具体的范例，在练习中更提供了大量的演练机会，一方面希望学习者能熟悉旅游接待活动中的各个环节，另一方面希望他们能强化提高英语应用能力，培养职业素质并规范服务意识。

第三部分除第一单元介绍导游讲解的艺术以外，其余大量篇幅介绍了自然风景及人文景观中有形资源这一部分。

除了第一单元外，其他每个单元分为A和B两个课文，前者介绍某种旅游资源的概况，后者则以一个具体的景点为例，向学习者示范如何设计相关导游词并进行讲解。

第四部分在介绍了沿途讲解艺术后，着重选取了人文景观中传统文化的几个主要方面进行介绍。

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书籍目录

- 第一部分 初为导游
- 第一单元 什么是导游员
- 第二单元 导游员的职业规范
- 第三单元 接团准备
- 第四单元 带团
- 第五单元 领导艺术
- 第六单元 突发问题处理(1)
- 第七单元 突发问题处理(2)
- 第二部分 导游程序
- 第一单元 接团
- 第二单元 沿途导游
- 第三单元 酒店住宿
- 第四单元 商谈日程
- 第五单元 食在中国
- 第六单元 购物
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- 第八单元 送团
- 第九单元 处理投诉
- 第三部分 景点导游
- 第四部分 沿途讲解
- 翻译练习
- 参考答案

章节摘录

版权页：插图： Master-of-nets Garden In Suzhou you can see many gardens. Most of them were built in the course of the last centuries by rich officials, merchants and landowners. Here great estate-owners enjoyed the advantages of city but still did not want to give up the country atmosphere. Merchants fulfilled their desire to own a plot of land in the country and were still within reach of the city's bustling activities. Historical sources revealed that during their heyday, the notable gardens in the city numbered 200. Villas of various sizes in the shape of different buildings, halls and pavilions stood in these gardens. They represented a small world of their own, in which all elements existing under the sun were supposed to be present. The builders tried their best to create a maximum number of landscapes within a limited space. The most important elements in the garden, as you are going to find out very soon, are ponds and mountains. Because Suzhou lies on the low ground, it is easy to install ponds. When you go to visit these gardens, you will frequently come across the so-called Taihu stones. They are bizarrely shaped rocks used singly or in piles to decorate the gardens. Taihu stones are of porous limestone, which usually come from the West Mountain Island in Taihu Lake. We simply throw the stones into the lake and have them exposed to water for several years. In this way, stones with bizarre shapes full of holes can be created. The gardens are supposed to reproduce a country as well as an urban atmosphere. Thus, pavilions, terraces, halls and towers are all parts of a typical Suzhou garden. You can also see bamboo plants, flowers and different kinds of trees. Usually the gardens are encircled by walls. In the inner walls there are moon-shaped and vase-shaped gates, polygonal openings and windows with imaginative latticework. Animals, mainly fish and song-birds, are also parts of the gardens. The gardens are supposed to create a poetic mood. Often they are the scene of the poets' competitions. So the builders not only had to be architects, but also painters and poets. Often, several people are engaged in the construction of one garden. In the past, many grounds were neglected during times of wars. Since the founding of new China, all efforts have been made to restore them.

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编辑推荐

《旅游院校教学用书:模拟导游教程(修订版)》作为一门近十年来兴起的课程，走的是一条自我发展的道路，没有国内外相关经验的引导，我们所依赖的是自我总结以及全国读者的扶持。

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