

<<英语翻译与导游英语>>

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内容概要

本书根据高职高专商务英语教学的特点，理论上坚持“实用为主，够用为度”的教学原则，突破传统的英语教材编写框架，在实践上以技能为重心，以实际工作任务为主线。

本书每单元Lesson

A的教学内容在商务英语等专业经过了近10年的教学实践，在不断完善的基础上编写而成。

在工作过程教学法的基础上开辟了“职业化课堂”教学模式，这种模式强调课程体系的职业性和职业能力的培养。

以学生职业能力培养为目标，将理论与实践、课堂教学与职业岗位结合起来，注重培养学生的基本能力。

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版权页：插图： A tour guide should inform the tourist that it may be impossible to obtain a refund for the reserved ticket. If the tourist wishes to attend any other entertainment not specified in the travel schedule, he/she can do so at his/her own expense. (2) The tour group is scheduled to attend a symphony orchestra (交响乐团) performance in the evening, but some tourists would rather attend an international basketball game in the stadium, in spite of the objections from other tourists in the group. Under such circumstances, what is a tour guide expected to do?

The tour guide is expected to implement the planned program. The tourists who wish to watch the basketball game must be informed that it may be impossible to obtain a refund for the symphony tickets and that they are expected to make their own arrangements and bear the cost for attending the game. (3) How should a tour guide respond to tourists' request to go shopping by themselves?

If there is enough time in the schedule, a tour guide may agree to the request, help arrange transportation, and may even recommend good shops. The tour guide should graciously deny any request that might delay the scheduled travel or departure. (4) If a foreign tourist intends to purchase ancient Chinese calligraphy, what should a guide advise him/her?

A tour guide should advise the tourist to go shopping in the antique shops and keep the sales receipt for the customs check on departure from China. A tour guide should also inform the tourist that the antiques sold by peddlers usually do not carry a sign of authenticity, and the tourist may not be able to take them out of China. (5) How should a tour guide handle the request when a tourist asks the tour guide to buy goods for him/her and send them by mail?

A tour guide should decline the request politely. If it is impossible to say "No", the tour guide should first report to the travel agency. After getting approval, the tour guide may take enough money from the tourist to buy the goods and have them delivered to the tourist at the address specified. The guide and the tourist should each have a receipt of the transaction. 9.1.2 导游技能——问题处理 (二) (1) What might be some of the reasons for a tourist leaving a tour before it is finished?

How should a tour guide handle this?

The main reasons for a tourist leaving a tour in midstream are due to their personal illness or an urgent matter at home, but some leave because of dissatisfaction with the tour or service. Those who leave the tour group for personal reasons may receive partial reimbursement (补偿) for the unused portion of their contracted tour, after the tour guide has reported their situation and has received approval from both the travel and organizing agencies.

The tour guide should attempt to dissuade (劝阻) the dissatisfied tourist from quitting the tour. If the tourist insists on quitting, the tour guide should inform the tourist that he/she is unable to obtain a refund for the services not yet received.

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