

An Analysis on the Strategy of the Improvement of Languages Art of Tour Guides

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Abstract: With the rise of the information era, Traditional mode of interpretation of tour guides has been challenged a lot. The social status of tour guides has decreased a lot because the form of the interpretation is too plain and the contents are not sufficiently scientific and adequate as well that the oral languages and the body languages of tour guides are not precise. Tour guides should seize the opportunity to compete to improve the service of tour guides and highlight the characteristics of tour guides to return to the nature of the service. The solution strategy is put forward to solve the problems of the applied languages of tour guides during the course of the interpretation.

1. Introduction

With the rise of the information era, all walks of life have developed a lot. Tourism also forged ahead in the social currents. Traditional mode of interpretation of tour guides has been challenged a lot. The social status of tour guides has decreased a lot because the form of the interpretation is too plain and the contents are not sufficiently scientific and adequate as well that the oral languages and the body languages of tour guides are not precise. Tour guides should seize the opportunity to compete to improve the service of tour guides and highlight the characteristics of tour guides to return to the nature of the service. The solution strategy is put forward to solve the problems of the applied languages of tour guides during the course of the interpretation.

2. The Theoretical Basis of Languages Art of Tour Guides

2.1. The Concept

In a limited sense languages of tour guides are the oral languages during the course of the touring service, while in a broad sense languages of tour guides are the signals with some meanings to cause interaction of the tour guides to master and apply to provide good tour service, including oral languages and body languages. Therefore the languages art of this thesis would be about two parts, namely the languages (oral languages) of tour guides and the body languages of tour guides.

2.2. Oral Languages Art of Tour Guides

2.2.1. The Characteristics of Oral Languages Art of Tour Guides

(1) Interest

Interest means the characteristics of the tour guide speeches to make the tourists feel delight, witty and intriguing. Tourists spend time and money on the trip to have relax and cultivate their tastes. Therefore, vivid and humorous interpretation is what the tourists need. There are two ways to improve the interest of the guide speech: one is to add the rhetoric into the guide speech, and two is to master the technique of the expressing flexibly.

The applying of the rhetoric can increase the interest of the guide languages. There are 63 categories and 78 kinds of the rhetoric. What we use a lot are irony, metonymy, quotation, pun, antiphrasis, metaphor, personification, exaggeration, parallelism, antithesis, repetition, questioning, jingling, joining head and tail of the adjacent sentence and calling. The use of some rhetoric skillfully

can create joyful and pleasant atmosphere. For example, the interpretation of the tour sites with jingling can be relaxed and lively to increase the interest to intrigue the tourists so that they can experience differently in the sites in a delight environment^[1].

(2) Flexibility

The flexibility of oral guide languages is to master the expressing technique flexibly. The technique of languages of tour guides are about narration, riddles, questions, shrinkage, emotions and humorous. According to different sites, different expressing technique can be used so that different results can be gained. For example, if humorous is used as an expressing technique, the tourists can be attracted immediately so that the interpretation can be interesting and the trip can be delightful^[1].

2.2.2. The Effects of Oral Languages Art of Tour Guides

(1) Oral Languages Art of Tour Guides Can Help Enrich the Meaning of Tour Speeches

The aim of tour is to let the tourists get rid of tense working environment to forget pressure to have a relax. Therefore we should have different reactions facing different guests. Different guests need different interpretation with different depth and inclination for different family backgrounds, education environment, religious and faith and personal preference, which demands that the tour guides to have new interpretation. The past simple introduction on the names of the places cannot meet the needs of tourists. The tour guides should enhance their storage of knowledge urgently to get to know the history, geography, nature and humanity.

Tour Guides should achieve the science popularization when facing the thirst for knowledge to let them know the history and geography to have more cultural knowledge when having relax. Therefore eligible tour guides should elaborate the details, cite related information and popularization of diction for the specific sites so that the tourists can gain more knowledge to know more about the animals and plants as well as the natural environments which they can not meet during the daily life for more relax when having a trip. Besides, although the popularized languages can not be exact and scientific, people could integrate into the local environment rapidly. And the related tales and information can be cited to add reality and mystery so that the speech can be more attractive. Therefore excellent guide language art could elaborate the contents of the sites to make them easier to understand and enrich the culture to improve the speeches thoroughly.

(2) Oral Languages Art of Tour Guides Can Enhance Sense of Living of Speeches

Sense of living is quite important for tour guide speeches. To create atmosphere of living can make the tourists experience a lot to relax more to have the extreme joy from the tour. Therefore the expressing of the oral languages art of tour guides should enhance the living feelings with some expressing methods such as the words with the sense of living, the introduction words with the sense of living, the hinted words of operation and face-to-face questions^[1]. Face-to-face questions can make the tourists focus on the sights and make the speeches interesting rather than boring to intrigue the tourists. The words with the sense of living for the speeches of sights can stimulate the interest of tourists and reduce the weariness of tourists' journey so that they immerse deeply in the landscape.

2.3. Art of Body Language of Tourists

2.3.1. Characteristics of Body Language of Tourists

(1) Directness of Body Language of Tourists

Body language works directly in the service. The positive image and action belong to the body language. Good body language can have a direct effect on the moods of the tourists so as to give a good start to the tourists. However, bad body language can make the guides repeat the speeches without any emotions at first sight and the expectations of tourists decrease. So the body language of guides can have direct effects on the tourists^[2].

(2) High Requirements and Standardization of Body Language of Guides

Inappropriate body language can cause upset of the public even legal disputes. In recent years, the events about inappropriate actions of guides had bad influence such as the the threatens with the knife of Yuannan guides, Hong Kong guides insulted the tourists of main land to death as well as the free tour and incentive tour and the sale of tourist groups. These behaviors violated the high

requirements and standardization of body language of guides to lead to the whole industry suffer the baptism. It is without any delay for the high requirements and standardization of body language of tour guides.

2.3.2. The Effects of Body Language of Guides

Perfect body language can not only supplement spoken language but also add visual effects even to the results of stillness speaking. Powerful body language can help the tourists have the confidence of the trip and believe the mastering of the guides for the journey; on the other hand it can set up the image of the guides to show the positive or humorous characteristics which could help the guides to arrange the journey smoothly to the extreme extent.

Therefore in the daily life of guides, travel agency should enhance the fostering of the qualities and the abilities of dealing the emergency; on the other hand, the guides should improve themselves to anticipate calligraphy, floriculture, tea art and other activities. In the two ways the body language and standardization can be improved.

3. The Importance of Body Language Art of Guides

Interpretation of guides is quite important for a tourist which is new to a place. Rich and colorful interpretation can not only influence the objective evaluation of the tourists for the sites but also can publicize the view of the sites. Language art of guides is important to have a good expression on the tourists.

3.1. The Influence of Language Art of Guides on the Tourist Attractions

3.1.1. The Effects of the Language Interpretation of Guides of the Tourist Attractions

The most two important parts are view sights and the interpretation of the guides for the tourist attractions. Either natural or cultural view sights cannot be changed easily. So the interpretation as a variable factor represent the index of the improving for the expression of the tourists on the tourists attractions. Therefore, the quality of the service by the tourists can represent the quality of the tourist attractions. The excellent interpretation can be the represent of the tourist attractions indirectly. Therefore, the tour guides still have a long to go. They need supplement the theoretical knowledge to enhance the ability of expressing so that they can be well documented when interpreting to strengthen the conviction of tourists to the guides. They can identify the tourists mentally and have a deep impression on the tourist attractions. In the course of the leading of the tourists, they can feel the trip is rewarding^[3].

Interpretation of the guides is the main contents of the service of the guides. Vivid, humorous and fresh interpretation can increase the satisfaction of the tourists on the tourist attractions. Therefore splendid speeches of the guides can not only have deep impression on the tourists but also can increase the satisfaction of the tourists on the sites^[4]. So the guides should enrich their knowledge and increase their abilities of interpreting to try their best to leave a perfect memory for the tourists to have a positive influence on the tourists. And the tourists can have a good and active impression naturally vice versa the praise from the tourists can not be gained.

3.1.2. The Effects on the Publicity of the Characteristics Cultural Intention of Tourist Attractions

Speech of guides is the soul of the service of the guides. What is needed to attract the tourists is not just the unique view sights, but the distinctive and souled interpretation. Language art of tour guides is quite important in the publicizing of the view sights especially for the cultural view sights with many unknown stories. If not inherited, they may disappear in the history gradually. Therefore excellent guides can excavate the stories behind the buildings and relics to lead the people to see the glory and pride of the age to deepen the cognition on the sites to meet the needs of the knowledge of the tourists and enhance national pride. The pride from the speeches of the guides can make the people spread the culture voluntarily^[5].

At the same time the development of the Internet and information can make the spread not limit to the way of word-of-mouth. With the spreading of information of Internet media, the public can know

about the world without going out. A new occupation——tour experiencing appears. People who experience the tour can be the pioneers to experience and write what they feel, they know and they think to public the tourist attractions to intrigue those who want to have a trip and also have time and money but do not know where to go^[6].

3.2. The Influence on the Social State of the Language of Guides

3.2.1. The Present Situation of Social State of Language of Guides

Tourism has got more and more focus with the development of society and economy. The development of tourism of the provinces and cities has entered a new process. Especially on May 28th in 2009 Hainan Tourism Development Committee has been set in Hainan province, which is mainly responsible for the overall planning and coordination of navigation rights, ports, transportation, culture, industry and Commerce and other related industries and departments of tourism management functions. In this way the tourism is thriving. However according to the social phenomenon in these years, the guides as the soul of the tourism are quite embarrassed. “Fraud travel agencies” and “Fraud guides” can be often seen. According to the investigations by China Youth News in 1989, the social state decreased to 59. Now the social state of guides cannot be ranked and some credit crisis has appeared^[8].

The change of the social state of the guides is not just the reason of the alteration of society and institution but also the guides. Both the tourists and the travel agencies want to have the most profits with the least investment. That is the reason why the events like “free tour” and “the sale of guide group” appear. Both are not happy about it. The service is not what the tourists want and the profit is not what the travel agency wants. The contradiction is deepened at the unhappy results. Tour guides are between the two parts leading to the lack of trust recognition of the tour guides^[9].

3.2.2. Language Art of Guides Can Lead and Change the Social State of Guides

Eligible and standard language of guides can lead and change the social state of guides. In the early founding of Republic of China, the social state of guides is quite high. What they do at work is quite different from that today. They will accommodate the foreign guests and lead them visit to show the achievements. The guides then needed not only the basic knowledge and etiquette of guides, they also should know the politics and foreign languages. The language should be rigorous with wits, vivid with meanings. Therefore high payback can be gained with high qualities. Tour guides can have decent social state with the qualified and standardized language art. But now with the decrease of the whole qualities, the social state also decreased.

At the same time, from the obvious accidents of the guides, the inappropriate language and action can be often seen^[10]. For example, the events about the investigation about the fraud guides compelling the Chinese tourists to shop prosecuted by China and Thailand which have got attention from the Ministry of Culture and Tourism. 10 Chinese Tourists got threatened and were compelled to have shopping and could not bear it so as to escape at night. The accident damaged the reputation of guides and had bad influence on the social state of guides. From these accidents, we can see that the body language of the guides is challenged so that the inappropriate language and action appear. Therefore the body language of guides can be adjusted timely to make the guides satisfied rather than threatened and disgusted.

The unbalance of profits can lead to the extreme actions of guides even the vulgarity and threats, which are not good to the social state. So the guides should have elegant and decent body language. When dealing with the conflicts between the guides and the tourists, the guides should have good body language to deliver friendly message. The tourists can calm down to solve the problems peacefully. The guides can set refined image to change the impression on the guides of the public slowly^[11].

4. Problems in the Application of Guides' Language

4.1. Deficiency of Knowledge

During the interpretation of guides, the speeches almost come from the written language and are

quite simple and empty, lack of substantiate content and scientific language. At the same time, the interpretation is too patterning with slow knowledge updates which leads to the deficiency of knowledge. They cannot deal with the tourists' questions. In the era of Internet, electronic guides contrasted the deficiency of guides' knowledge. The contents of the guides' interpretation is quite a lot. Therefore the guides should have extensive knowledge and organize them according to their needs to enrich their knowledge. Guides' language art can make the tourists have better experience with extensive knowledge.

4.2. The Interpretation is Inaccurate and Unscientific with Mono-pattern

In real life, some guides usually interpret with the word like most and solely in order to have deep impression on the tourists. In fact most are unfounded. The interpretation is inaccurate and unscientific. At the same time, guides interpret straight forward to the theme without any foreshadowing lack of the conversion of language skills. More anticipating of tourists need more involvement so that the tourists will not feel boring and the service can not be influenced.

4.3. Guides' Qualities are Low

The education of the guides is low and the structure of levels and language is not reasonable. The statistics show that among tour guides, secondary vocational education technical secondary and senior high education account for 41.7%, and tertiary education accounts for 31.9%, bachelor education accounting for 18.9%. The education of guides is generally low while the knowledge storage is not sufficient and the depth is not enough; the level of guides is low. The guides with Tour Guide Qualification certificate and junior tour guide card account for 96.3%. The supply of high and medium talents is in short supply, and the market competition is fierce. The rate of the guides who can speak minority language is low. Proportion of Chinese and foreign languages is 5:1. The rate of Italian, Portuguese and Korean is lower. Besides guides should cultivate the body language. The inappropriate etiquette of guides can cause the conflicts between guides and tourists easily. Therefore body language and etiquette should be trained except for the knowledge in order to improve the comprehensive qualities of guides.

4.4. Market Impact of Electronic Guides on Artificial Guides

With the development of electronic information and technology, the service of electronic guides is more and more intelligent to satisfy the different kinds of the tourists, which reduced the difficulty of the guides. However the electronic guides also bring attack to the guides. Electronic guides are quite popular in tourists and the needs for the guides are not that much, which means that the language of the guides need improved to show the features of the guides.

5. Strategies of Improving Language Art of Guides

Based on the influence on the tourist attraction of the guides' language, either the guides or the governments should make efforts especially on the center of the guides' service----guides' interpretation. So the followings should be noted:

5.1. Guides should Make Preparations for the Journey

Firstly the action of guiding is a gathering in a short time. The course of the service of guides is the combination of theoretical knowledge with service skills. Only with good preparations, the guides can perform well in the trip and the tourists can enjoy the decent service during the journey. Therefore the guides should make preparations on the service, knowledge, psychology, image and articles.

Guides should make plans to know about the tourists attractions and interact with the natives to enrich the knowledge and prepare interesting rather than boring speeches. The refined language of guides can make the tourists feel good about the service.

5.2. Increase the Accuracy and Focus on the Details with Moderate Exaggeration of Guides' Speeches

As the spokesmen of the culture image of the tourist attraction, it is quite important to spread thoughts and culture to the tourists to have good impression on the tourists. Guides should take the

speeches seriously to improve the language art to suite the refined and common people.

At first, the standardization of tour guide language should be ensured. As people to spread the culture, making arbitrary decisions and violating objects should be avoided. Misleading of the tourists could form false reality even to damage the children's education. Therefore, guides should take the accuracy of language in to consideration.

In the next, the details should be noted. During the interpretation, guides should note the logicity and clarity of the language. When introducing the historical relics, particular year and the materials as well as the constructor should be interpreted clearly to avoid the ambiguity. Also, guides should pay attention to the emotions of tourists promptly to adjust the speed of speeches, the tone and the emotions. At the same time, the language of tour guides should be proper in details not trapped into the world of themselves regardless of the tourists so that the tourists may feel boring with fatigue.

Besides diversity of speeches should be sought. As tour guides, the speeches of guides should not just be simple and straightforward description but the diversity of speeches, such as Suspension-Creation Method, Comparative analysis and Magical number method. What's more, in the era of Internet information, Internet should be connected when dealing with the reception of tourists. The Internet news with local features can bring fresh air to the tourists.

At last the innovation of guides' language should be preserved. Guides should seek their own style in the constant accumulation to make the diverse speeches. Firstly unique speech styles should be formed with unique characters to make people remember at first sight. It is urgent to enhance the charming of the guides. More reading can enrich the knowledge. One who is filled with knowledge always behaves with elegance. When dealing with the exotic things, the guides should persevere. The job of guides is to lead the tourists to find and enjoy the beauty. In the course tour guides should constantly spur themselves, maintain a positive attitude every day, and improve their language and art in the process of continuous learning^[5].

5.3. Guides should Improve Themselves Constantly

During the trip of groups there are many problems, among which the most awkward is the unknowing weariness and weakness when facing the curiosity of tourists. In order to refine the knowledge, the guides should accumulate in the daily life and do some detailed studies to some special tourist attractions. Maybe some geographic enthusiasts have some interests in special geomorphology. The prepared guides can have discussion with them. If it is beyond the cognition, the guides should learn with modest attitude.

In recent years some scholars have put forward that “ excellent guides should reach the level of doctors”. Obviously the guides in China have not reach that level. In order to break through the problem of narrow knowledge, boring interpretation and low service level of tour guides, the guides can improve themselves from the learning of history, geography, culture, psychology and esthetics to broaden the horizons and increase the quality of the service of guides^[5].

5.4. Cultivating of Body Language of Guides Should be Valued

During the course of service, guides should combine the real job with the body language. Firstly, guides can enhance their understanding of the tourist attractions from the etiquette training deliberately to increase their non-language abilities; secondly guides should focus on the daily behaviors especially the facial expression in the course of service to have perfect image in front of tourists to strengthen the good feeling for the tourist attractions and guides of the tourists. At the same time, when the tourists are shopping, the guides should respect the tourists' willingness without compulsive shopping and conflicts with tourists result in irreversible anomie.

Therefore guides should focus on the accumulation especially the body language. Refined body language can turn to be good habits for the guides so that they can perform well to improve tourists' satisfaction with the scenic spots in the imperceptible way. So tour guides should pay attention to the training of body language.

5.5. Focus on Service Experience to Highlight the Characteristics of Manual Tour Guide

The highly intelligent electronic tour guide meets the needs of tourists and brings tremendous impact

on the artificial tour guide market. The Chinese tourism industry has entered a critical stage of transformation and upgrading. The emphasis of the manual tour guide is shifted from explaining to serving. Tour guides should actively participate in the online and offline market competition, pay attention to the service experience of tourists and return to the essence of service; at the same time, tour guides should be confident in the face of electronic guides, establish their own brand and highlight the characteristics of manual guides in the era of Internet.

6. Conclusion

In short, the language art of tour guide is a comprehensively practical. So in the course of traveling, tour guides should be able to skillfully use the language art of tour guide and behavior language art to make sure the tourists feel comfortable, at ease, and get fun from it. The importance of the art of tour guide language is quite obvious to tour guides so tour guides should pay attention to their own development, strengthen self-cultivation, improve the level of moral quality and use the language of tour guide to provide quality services so that tourists feel valued. Not only the tourists can have a delight trip, the guides can feel the achievements of realization of values. Therefore tourist guides should pay more attention to the development of the language art of tour guides.

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