

Research on the Language Art of Tour Guide Speeches – An Example of Taking Tour Guide Speeches of Major Scenic Spots in Sichuan Province

Mengling Xian¹

1. College of Cultural and Tourism, Leshan Vocational and Technical College, Leshan, China

Abstract: With the development of the tourism industry, the knowledge and spiritual needs of tourists are increasing day by day, which puts forward higher requirements for the level of tour guide's explanation service. Tour guide language is a special professional language that can be used appropriately and cleverly to explain scenic spots. Tourists can not only gain knowledge but also enjoy beauty during their visit. As the saying goes, 'Whether the country's rivers and mountains are beautiful or not depends entirely on the tour guide's words.'. If a tour guide wants to explain with charm, they need to grasp the language art of the tour guide's words, constantly improve the cultural taste and aesthetic taste of the tour guide's words, and strengthen the on-site feeling and oral expression skills in the tour guide's explanation.

Keywords: Tour Guide Language; Explanation; Language Arts; Expression Skills

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I. INTRODUCTION

Tourism is a comprehensive aesthetic activity, and good tour guides can guide tourists to follow in their footsteps, appreciate the beautiful natural scenery, appreciate the rich local culture, listen to ancient and touching folk legends, and revisit the magnificent historical events.

Can the tour guide's explanation be captivating, allowing tourists to easily and happily understand the tourist destination during their visit. Flexible, rich, multi-level, and carefully designed tour guides are the main blueprint. Below is my exploration of the language art of tour guide speeches, hoping to enhance the skills and taste of tour guide explanations.

II. INCREASE THE FUN OF TOUR GUIDE SPEECHES

Fun refers to the rich and interesting language used by tour guides, which brings joy and happiness to tourists. Tour guide speeches can weave interesting storylines or create a joyful, friendly, and humorous atmosphere through the use of specific expression techniques and rhetorical devices. The techniques to enhance fun mainly include three aspects:

2.1 Weaving Fun Storylines

To explain a scenic spot, it is necessary to intersperse vivid legends and folk stories to stimulate tourists' interest and curiosity.

(1) Mount Emei originated from folk legends. It is said that a long time ago, a painter sent a picture of the four women of Emei to a monk in a temple near the county seat of Emei, and told him not to open it at this time, and he had to wait for seventy-seven forty-nine days. However, the monk could not resist opening the picture ahead of time, so the four fairies in the picture flew out of the picture. When the monk came back, he found the beauty in the picture alive and went to ask. However, the little sister was afraid of becoming a mountain peak, and the other three sisters could not bear to separate from her sister, which also turned into a mountain peak. The mountain peak that the four sisters turned into was the big mountain, the second mountain, the third mountain, and the fourth mountain we saw today. Due to its mountainous nature, "Emei" was replaced with "Emei". (Mount Emei)

Example (1) Using folk stories to anthropomorphize the four peaks of Emei, allowing tourists to easily and happily understand that the four peaks of Emei are sister peaks.

2.2 Clever use of rhetorical devices

Some interesting rhetorical techniques can be used in tour guide explanations, such as metaphor, personification, parallelism, alternative interpretation, truth telling, palindrome, rhyme, pun and other rhetorical devices. For example:

(2) There are several couplets hanging high in front of the hall, among which the most noteworthy one is this one: "One life gives birth to two, two gives birth to three, and three gives birth to all things; the earth follows the heavens, the heavens follow the Tao, and the Tao follows nature." This couplet not only deeply embodies the true teachings of Laozi's Taoist philosophy, but also implies the profound meaning of "one qi transforms the three clear". (Qingcheng Mountain)

Example (2) The use of authentic techniques is full of wit and humor, and when spoken fluently, it makes people remember the profound meaning of the Three Clearances. Make tourists interested in the tour and generate great attraction to them.

2.3 Flexibly grasp expression skills

The expression techniques of tour guide language mainly include narrative, descriptive, questioning, distance reduction, sublimation, humor, etc. In the explanation, different expression techniques should be used more to give people a rich and colorful sense of change.

(3) Now that we are about to cross Erlang Mountain, we still remember the widely circulated red song "Singing Erlang Mountain" in the 1950s: "Erlang Mountain is towering, with withered trees and barren grass covering the mountains and fields, huge rocks filling the hills, and winding paths difficult to walk on. Who will stop the traffic during the Anti-Japanese War?" Today, Erlang Mountain has been designated as a provincial-level scenic spot in Sichuan, attracting tourists with its magnificent, steep, magical and serene primitive style and Tibetan and Han culture. (Ya'an. Erlang Mountain)

Example (3) tells the geomorphic characteristics of Erlang Mountain and its role in the Anti-Japanese War through a red old song. Let's learn about the revolutionary spirit of the heroic People's Liberation Army who fearlessly built the Sichuan Tibet Highway through these lyrics, which not only adds interest to the scenic spots, but also deeply impresses tourists with the spirit of revolutionary martyrs.

III. ENHANCE THE KNOWLEDGE OF TOUR GUIDE SPEECHES

People not only want to relax their body and mind while traveling, but also crave to learn about the history, geography, and culture related to the tourist destination through the guidance of a tour guide.

3.1 Elucidate the connotation of specific objects

As the saying goes, 'It's better to travel ten thousand miles than to read ten thousand books.' In tour guide explanations, it's essential to popularize and explain the knowledge of the tourist object, meet their knowledge needs, and enhance their cultural taste. For example:

(4) 150 million years ago, Britain was surrounded by the sea, and long-term tides caused a large amount of evaporite deposits here. During the Jurassic and Cretaceous periods, due to the Earth's orogeny, the salt brine of Great Britain was buried 3000 meters underground, with reserves of up to 4.2 billion tons, forming a breathtaking geological wonder of this salt-lake. It is located at the same latitude as the Dead Sea in the Middle East at 30 ° N and was of the same era. Even the composition and salt content of the seawater are almost the same, with 1 kilogram of salt in every 4 kilograms of seawater, and the salt content is as high as 22%. People can easily float on the water surface. Because of this great similarity, this ancient salt-lake in Britain is also known as the 'Dead Sea of China'. (Dead Sea, Great Britain)

Example (4) By popularizing knowledge about the formation of the Dead Sea in Britain, tourists can understand the history and reasons for its formation, which increases their travel experience.

3.2 Extension of Relevant Information

If various materials related to the tourist object such as poetry, literature, history, allusions, etc. can be combined during the explanation, and extensive references can make the explanation more profound and persuasive. It also allows tourists to invisibly experience the transfer and influence of knowledge and culture during their travels. For example:

(5) Wang Bo, one of the "Four Heroes of the Early Tang Dynasty", once wrote in his poem: "The city gates assist the Three Qins, and the wind and smoke look at the Five Jin Rivers." The "Five Jin Rivers" mentioned in the poem are said to refer to the five major ferry crossings on the Minjiang River, and the Xinjin River we pass through now is one of them. During the Three Kingdoms period, Zhuge Liang captured Meng Huo seven times and launched an attack on Chengdu, where he also stationed troops. (Chengdu Xinjin)

Example (5) When introducing Xinjin, the poem by Tang Dynasty poet Wang Bo and the story related to the historical allusion "Seven Captures of Meng Huo" were quoted, which not only filled the tour guide's words with cultural heritage, but also gave tourists a familiar and favorable feeling towards this place.

IV. STRENGTHEN THE COLLOQUIALISM OF TOUR GUIDE SPEECHES

The tour guide's explanation should use easy to understand language and sentence structures, avoiding pretending to be profound and confusing. It should give people a warm, natural, and easy to understand feeling, which is conducive to the transmission of information. The main techniques for making tour guide speeches colloquial include:

4.1 Easy to understand vocabulary and language

Tour guide language is mainly transmitted orally, usually using simple and easy to understand common vocabulary, as well as some well-known idioms, proverbs, maxims, aphorisms, and allegorical phrases. This makes it easier for tourists to accept and understand, creating a relaxed and pleasant atmosphere. For example:

(6) Attention ladies and friends! Everyone must know the story of Cleopatra. In ancient Roman times, an Egyptian queen once mesmerized the legendary warlord Caesar. It is said that in order to maintain her youthful appearance, she has been sending seawater from the Middle East to Egypt by sea for her subordinates to bathe for years. Because she knows that the natural Dead Sea water is an ideal place for women's SPA beauty. Its high concentration of salt minerals and trace elements can effectively stimulate skin growth and functional behavior, accelerate subcutaneous microcirculation metabolism, and enhance the vitality of the skin and blood vessels. Frequently bathing in the waters of the Dead Sea can make one's skin delicate, figure slim, and radiant. The Dead Sea in China also has this effect. (Dead Sea, Great Britain)

Example (6) uses well-known vocabulary and expressions such as "mesmerized" and "SPA" to explain the benefits of bathing in the Dead Sea in a simple and easy to understand way. This relaxed and lively oral expression is impressive.

4.2 Flexible and versatile syntax and rhetoric

In the use of tour guide language, tour guide words should pay attention to rhythm and variation, and long and short sentences should be matched to facilitate tourists' understanding, digestion, and absorption. For example:

(7) What's in the water carefully? Yes, it's a fish, and it's a scaleless fish. This is a special kind of carp that lives in Jiuzhaigou Valley Scenic and Historic Interest Area Valley. It is scaleless and is called naked fish in zoology. The naked fish here has a unique name, Songpan naked carp. (Jiuzhaigou Valley Scenic and Historic Interest Area: Reed Sea)

Example (7): The expression rhythm is obvious, and the sentence structure is coordinated in length, making the expression clear, flexible, and vivid.

V. EMPHASIZE THE ON-SITE FEELING OF THE TOUR GUIDE'S WORDS

Enhancing the sense of presence is beneficial for enhancing the object and interaction of tour guides' explanations, and invisibly reminding tourists to participate in the tourism process. The commonly used main methods include the use of on-site language, on-site guidance language, and face-to-face questioning.

5.1 Commonly used words with a distinct on-site feel

In tour guide speeches, it is important to frequently use time sensitive words and near referential pronouns to enhance communication and sense of belonging. The commonly used nouns include "now, today, just now, here, here, now, later, tomorrow", etc. For example:

(8) Dear friends, we have now reached the highest point of Mount Emei-Jinding. Its altitude is 3077.96 meters. Do you have a feeling of 'reaching the summit and overlooking the small mountains'? The four wonders of the Golden Summit are well-known and can only be seen by those who are destined to see them, namely sunrise, sea of clouds, Buddha's light, and holy lamps. (Mount Emei)

5.2 Make good use of on-site prompts and quotes

During the tour guide's explanation, in order to quickly immerse tourists in the tourism activity and create a sense of closeness with the tourist object. The commonly used prompts include "What we are currently in, please follow me, please pay attention, please move forward (back, inside, outside, up, down, left, right), where we are currently,..." and so on. For example:

(9) Attention friends! There is a small bridge, flowing water, and a firewood gate ahead, which household seems to have arrived? Not bad, here is the Du Fu Thatched Cottage built in imitation of the original appearance of the Tang Dynasty's Du Fu Thatched Cottage. We can see that there is a small stream interspersed between the buildings here, with a small stone bridge connecting the traffic. The houses are surrounded by green bamboo, making it very quiet and elegant to be among them. (Chengdu. Du Fu Thatched Cottage)

5.3 Clever use of face-to-face questioning

Face to face questioning is a common technique for tour guides to explain, which can increase tourists' participation in the tour, guide them to think, and their answers can also bring fun to the explanation work. You can use techniques such as self questioning, answering questions, setting questions, and asking questions. For example, "Maybe everyone will ask, a friend just asked, some people may have questions" and so on. For example:

(10) We have entered the gate of Qingcheng Mountain. Please look back, there are a few big characters written here that read 'Qingcheng Tianxia You'. Why do people use the word "You" to summarize the characteristics of Qingcheng Mountain? (Qingcheng Mountain)

Example (8) has a strong on-site experience, which can effectively guide tourists to pay attention to the things explained by the tour guide. Example (9) can effectively guide tourists' travel ideas and give people a feeling of online scenery. Example (10) By setting questions and interacting with tourists, enhance their participation and interest.

VI. DISCUSSION

In short, good tour guide explanations can increase the charm of the tourist object. Tourists can not only understand the history and culture of the tourist destination, but also enhance their knowledge literacy and aesthetic taste. This requires constantly strengthening the language expression skills of tour guides when creating tour guide speeches, using vivid and visual language to lead tourists to experience firsthand, allowing tourists to empathize with the tourist object, and making tour guide speeches a living language full of artistic charm in tour guide work.

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