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卷首语 Introductory Remark



创新服务理念 打造城市观光第一品牌

2009年的春天如期而至，赛笛芭诗城市观光就像春天里的一缕清风吹进了北京旅游市场。

赛笛芭诗城市观光标榜的全新理念，首先体现在视角创新。北京旅游传统的观念里，人们只是向外界介绍北京的皇城文化和胡同文化，赛笛芭诗以全新的视角，为中外游客解读深层次的北京山水文化——即山水北京。正是由于自古以来得天独厚的山形水胜，才奠定了北京在世界文明史上作为一座不朽的历史文化名城的地位。

其次是方法创新。北京城有着3000多年的建城史，850多年的建都史，长城、故宫、颐和园等世界文化遗产景点固然在北京，但没有一处可以代表北京这座城市的全部。赛笛芭诗引入了阅读城市的方法，将北京比作一部历史巨著，带领游客穿越时空，在不经意间寻访不同历史时期的文化足迹。

第三是服务创新。作为世界金钥匙服务联盟中国旅游行业的首家会员，赛笛芭诗将金钥匙服务联盟“先利人，后利己，用心极致，满意加惊喜，在客人的惊喜中找到富有的人生”的服务理念引入了对游客的服务实践中，力争使每一个赛笛芭诗人都能够成为打开北京这座城市旅游之门的金钥匙。

在刚刚结束的世界金钥匙组织第56届年会上，赛笛芭诗员工的精湛专业水平和敬业精神给与会代表留下了难忘的美好印象。会后，世界金钥匙组织一行人的北京之行由赛笛芭诗公司全程负责接待。在旅程结束后，成员中的美国运通公司负责旅游市场的副总裁Cerboni女士，激动的说：“赛笛芭诗的解说员是我见到过的最棒的解说员，除了专业的表现外，代表团的每位成员都感受到了员工们发自内心的微笑。”

为游客提供专业周到的贴心服务，是赛笛芭诗人不懈追求的目标，服务北京旅游市场，推广北京城市形象，为北京打造一张流动的城市名片，同样是我们的使命。

2009注定将是不平凡的一年，让我们共同努力，以最优异的成绩向共和国60周年献礼。

北京赛笛芭诗城市观光旅行社有限公司董事长

王勇

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本期内容

人物专访：主持人李娟

特别报道：杭州年会

我们上封面啦

京城最美—什刹海

图片集：春来京城

In This Issue

Profile——Juan Li

Photo Album ——

Spring Beijing

News: UICH 56th

International Congress

Column: Personal or
Professional?

国际金钥匙组织杭州年会

The 56th International Congress of UICH, Les Clef d'Or, Hangzhou



Candice, Zoe, Welcome Dinner. 赵子然, 冯艳在欢迎晚宴上



Candice hosting the General Assembly. 赵子然在主持全员大会

From March 23rd to 27th, the 56th international congress of UICH, Les Clef d'Or was held in Hangzhou with over 300 international participants and 500 domestic members. Candice and Zoe went to Hangzhou and worked together with the headquarter of Les Clef d'Or China to

organize this event. Later after the congress, some VIP guests, including the Vice president of American Express, the Honorary President of Les Clef d'Or, were invited to Beijing. Juan and Li showed them around the city, and had a wonderful time together.



烟花三月的早春, 国际金钥匙第56届年会在美丽的江南城市杭州召开, 吸引国内外与会者超过900人。我们赛笛芭诗的同事赵子然和冯艳受中国金钥匙组织主席孙东先生的邀请, 参与并协助组委会举办此次盛会。

为期5天的年会结束之后, 包括国际金钥匙荣誉主席, 美运通副总裁等在内的部分贵宾还来到北京, 体验了我们赛笛芭诗精彩的城市观光之旅。3月29日和30日, 在同事李娟, 李云亮的陪同下, 游览了长城, 故宫, 天坛等北京的名胜, 一起留下了美好的回忆。



Li and Juan with VIP guests on Beijing Citybus tour. 李娟, 李云亮和贵宾们一起游览北京



The president of Les Clef d'Or New Zealand, president of Les Clef d'Or USA and Candice from Citybus. 金钥匙新西兰主席, 美国主席充分肯定我们的工作

BeijingKids Anniversary

On 21st March, BeijingKids had its anniversary event held in Beijing Zoo. There are more than 100 foreign children together with their parents joined this event. We sponsored the event by providing three of our deluxe coaches and four experienced guides, Li, Rebacca, Liz and Charlie.

"I am so glad I could be part of it. Being with children is the most enjoyable thing in the world."

-Rebecca

"An ordinary Saturday on the calendar, but a unusual day for me, because just today ,city bus tour services not only witnesses the 2 years' birthday of Beijing Kids, but also feels the spark of the youth, the flourish of growth."

- Li yunliang

"During our driving, we make sure everyone wears safety belt, and play interesting bartoons to satisfy our curious & excited children.I think the friendly service from our Beijing City Bus Tour Services is the magical catalyst for our trip!"

-Charlie

"The anniversary was a great success thanks to your cooperation and support. The attendees were



解说员李云亮在观光车上向客人指点赛笛芭诗的路线

delighted with the whole event coaches are the most luxury ones and we are very pleased with in Beijing. People are amazed." the outcome. Your team are very nice and helpful. And your

- Kathy, the organiser



我们上封面啦！ WE ARE ON COVER

幕后花絮

拍照的那天还是初春,本来是准备拍长袖拍的,结果李晨潇(右一)坚持说穿短袖能体现出春天的朝气,所以我们三个人都不得已套上了短袖.

大巴把我们和摄影师(一个漂亮的深圳mm)一起拉到朝阳公园东门的停车场.停车场的人员还本来想帮忙我们倒车指挥的,不过经验丰富的车师傅得意的摆摆手,指了指司机座位右边的小屏幕说"咱车后有监控头".高级车就是不一样啊!

因为天气还是很冷,所以摄影师很体贴的让我们先穿着大衣排队和找光线.调整好以后,正式开始拍摄了.

先是单人照片,我们三个人穿着大衣躲在车上,摄影师说"第一个来!"就脱掉大衣下去一个,在午后的小寒风中牙齿打颤的照十来张,就哆哆嗦嗦的换下一个人.以此类推.

到集体照的时候,终于没得躲了,我们三个大义凛然的集体下车,在摄影师和杂志社的mm厚重的大衣面前,我们就这样晒着我们光滑的胳膊和腿,只能靠着遥想春天来缓解寒冷.

尽管冒了以后关节炎的危险,但是不管怎么样,我们也算是上过杂志封面的人了!

她的微笑如阳光般灿烂-李娟

文：成双 摄影：时欣

初见李娟，是在憩园山庄。一头乌黑的长发，一口流利的英语，还有那荷花丛中掩映的灿烂笑容：一个自信，热情，快乐的新疆姑娘。

新疆，多少人心中一个遥远而神秘的地方。而这个新疆姑娘，骨子里散发出的古典气质，一如哈密瓜的清新，一如葡萄干的香甜，豪爽而坦率。“我生在北疆的一个小镇，那里跟哈萨克斯坦只一线之隔。小时候啊，我常常吵着问妈妈要哈萨克的巧克力呢。直到现在那顺滑的味道仍是我的最爱。”谈到家乡，李娟轻抚她飘逸的长发，单纯而调皮。

8年前，带着对家乡的眷恋和新生活的憧憬，她踏上了赴京求学之路。李娟说，“当我看到这个城市的第一眼，就对自己说，一定要让这座城市接



李娟, Li Juan

纳我。”

4年的大学生活，让李娟渐渐熟悉了北京。而毕业后3年的导游经历，更赋予了她执着和勇敢。导游的生活，充实而快乐，但并不轻松。“有时候凌晨4点就要起床赶到机场等待游客，忙碌一天直到深夜才可以回家休息。但看到客人个个满意而归，我就全然不觉辛苦，我热爱这份充实。”李娟稍稍停顿了一下，低头思索着，补充道“我同样快乐着，但快乐却迷茫着，因为，在这个城市，那时的我还没有找到自己的位置。”

“而直到今天，我可以自豪地告诉世界，我找到了自己的位置——站在赛笛芭诗的大车上，向世界展示北京，这座我深爱的城市。”这就是你看到的优秀解说员李娟，给你灿烂明媚的春日好心情。

Things you don't know about Li Juan

Juan LI---a cute and smart Chinese girl finally got some time sitting here with me, at this lovely spring afternoon, we both enjoying the sunshine spa. Meanwhile, she is ready to share her story with us...

Q: Do you enjoy working at Beijing Citybus? Why?

Lijuan: Yes, pretty much. Our company is like a family. We look after each other and support each other just like family members. This kind of friendly and positive working environment is very attractive.

Q: Except your career, what is the most important thing in your life?

Lijuan: My family. Been away from my family for many years, I miss my family every day.

I try contacting them every day as well. Sometimes meeting online or chat over the phone, but I still feel not enough for me.

Q: Could you share a family story with us?

Lijuan: Sure, I still remember one time that my mum and dad came to visit me at wintertime in Beijing. My mum found me didn't wear thermal underwear (it's necessary for Beijing winter), because I had been saving up money for my dad to buy a car. Tears dropped from her face, and they went to a department store to get thermal underwear for me, which is the one I'm still wearing today.

Q: I heard that you also have a legend story before you were born?

Lijuan: Yes, I was born

in 1983. Five years after the Family Planning policy was put into practice, which is only one child in one family, if a second borned, the family would be fined. And I am the second one, I have an elder sister already.

Q: Really? So what happened?

Lijuan: Here comes the story. When my mom found out she was pregnant, she told my dad she wanted to keep me, she always wanted a second baby, especially a boy. But my dad disagreed with her. The reason was money.

He didn't want to be fined. So he took my mom to hospital for the abortion operation immediately although that was lunch time. He didn't want to wait. When they arrived the first one, they were told by nurse no doctor

was working at lunch time. Then they turned to the second hospital, and were told no electricity at that moment. My mom asked my dad "Could we keep this baby?", but he didn't give it up. So they went to the third one, and everything was ready there. But when the doctor was doing the pre-operation exam to see if my mom was in good condition to do the surgery, he found out that my mom was having serious anemia, and it was so dangerous for her, so he refused.

Eventually, my dad lost his words. Ten month later, I was born, my parents were happy through they had to pay the penalty. And all these years, my mom keeps tells me, how precious life is, especially mine.

最美的地方—— 北京什刹海

文：刘洋

文人常把北京比做北方的汉子，粗犷，却少了几分柔情。的确，宽厚与博大是北京最鲜明的性格特征。然而，熟悉北京的人都知道，北京也有婉约的一面，北京并不缺少诗情画意。

什刹海是这座古都别有风情的一面。位于北京城中心的什刹海，宛如一位身材曼妙的少女，斜倚在红墙黄瓦的紫禁城边，在皇城的气势和威严的映衬之下，越发显得婀娜多姿。

邂逅什刹海，是一个冬日的午后。暖暖的阳光让人慵懒而惬意。在曲折回肠的胡同中漫无目的游走，眼前豁然明朗起来，不曾想在纵横交错的市井民居之间藏着一片如此晴朗开阔的天地。

湖水结上了厚厚的一层冰，冰上的水纹还依稀可辨；岸边的杨柳早已叶落枝枯，但纤细

的柳支依旧潇洒地垂在湖面上，在寒冷的天地间更增添些许的自信与脱俗。循着湖边小道悠然前行，远远地传来了清脆的笑声——有人在湖面上滑冰。湖心一个孤独的舞者，时而纵身疾驰，时而在冰面上熟练的旋转，阳光投射在她的脸上，神情优雅而高贵。一群快乐的孩子拉着他们特制的冰床，忘情的奔跑着，跳跃着，即使跌倒了，也全然不顾。还有湖边蹒跚起步的初学者，携手相伴的情侣……这一切构成了一幅和谐美丽的风景画，散发着勃勃的生机，丝毫感受不到冬的萧索。我的脑海中不禁浮现出另一幅寒江独钓的画面，这一静一动，对照鲜明，韵味十足。

春暖花开，这时候的什刹海就更美了。岸边杨柳依依，微风习习；湖中碧波荡漾，阵阵



涟漪。银锭桥上，远山秀色如黛，风光旖旎。闭眼倾听，有婉转的鸟鸣，嘤嘤成韵；深吸一口气，幽幽的荷香，沁人心脾。

往来的游人或栖身于岸边的茶馆酒肆，小酌一杯；或泛舟湖上，吟诗作对，情到深处，高歌一曲。遥想当年高高在上的天子皇帝，也禁不住要在三海之间驻足流连，感慨这人间少有的胜景。

日薄西山，天色渐晚。找一个处宁静的露台小坐，享受着拂面而来的清风，看晚霞映红的湖水，就这样静静的坐着，

让时间与思绪一起停滞，沉浸其中……

待夜幕降临，什刹海褪去白日里的矜持与羞涩，换上艳丽的霓裳，化身为诡谲的精灵。西岸霓虹炫目，灯火撩人，仿佛一座亦真亦幻的海市蜃楼。似有歌声传来，余音不止，让人神情恍惚。宁静与喧嚣，只在一念之间。

这一塘碧水，宁息在天地之间，宛若京都的明珠、古城的翡翠。春秋交替，寒暑易节，不变的是对什刹海的那一份喜爱之情。

南城暖阳

文：刘婕

北京的南城有太多的故事，这里没有故宫北海一带迎面而来的皇家正统气息，没有什刹海一带吸引人的闲情逸致，也没有北京西北一带天生的好山好水；然而，在一个阳光明媚的午后，踏上赛笛芭诗城市观光，你能穿透宣武门，和平门外那一带暖暖的阳光。透过路人安详平和的脸庞，去抚摸那些历史，老北京那些鲜活的画面是那样的触手可及。

刚拐入前三门大街，给老北京人留下难忘记忆，曾是老北京象征的大前门就会跃入您的眼帘，还有那一曲《前门的

大碗茶》让人在茶香中追忆曾是政治、经济和文化三色花开的前门一带：文人雅士，进京京商人，各地举子聚居于此，风光可是超越北京周遭任何一处。这条街，也将老北京一分为二：北面，是戒备森严王府密布的内城；而南面，则是市井，店铺林立，喧嚣于市的南城。

来到坊坨桥，就来到盛世文华岁月里那曾是名流宴集之所的湖广会馆，那二百年历史的木质结构剧场依然伫立在古老的宅子里。今天摆满八仙桌的两层戏楼依旧高朋满座，刀马旦优美的身段，一个华丽的

转身，仿佛看到当年一代名角粉墨登场，赢得满堂喝彩的场景。

就在这附近，还有一条永安路。每次走到这里，总能看到三五成群或晒太阳或打扑克聊天的老人。据说，半个多世纪以前，他们的祖辈父辈们闲时也是在这附近，在冬日的在暖阳下，悠然自得地沉醉在一种平实的快乐里，唯一区别的是那些老人们可以坐在气势宏伟的城墙根底下，抬头就能看见高大的宣武门或前门楼子，耳边还充斥着老北京各种小商贩的吆喝声。而今天，老人们悠然惬意的神情渐渐和周围繁忙的车水马龙成了两个世界。

过天桥再往南，北京城的脊梁之线中轴线在此向南

延伸至永定门，谱写出一段温情快乐的市井之曲。民俗文化在这里的汇聚，让我们倍感亲切。听着我们主持人的讲述，客人眼前将会浮现的是老北京心里想念的那个“酒旗戏鼓天桥市，多少游人不忆家”的天桥；就在此地，多少民间艺人在此演艺成名，多少民间曲艺杂技在此起源、发展。

在明清，南二环外的区域还不在北京城的规划范围内，现在南城向南直到南苑。一想到北京的南城，我的眼前就会浮现一副温暖的画面：那暖暖的阳光安静地洒在老人平和的脸庞上；这南城暖阳不是灼热的，而是舒服的、恒温的，就像老北京的文化永远温暖着我们的记忆。

Dream of the Red Chamber

Suggested by Zoe Feng

"Dream of the Red Chamber" (or A Dream of Red Mansions), which has an original name "The Story of the Stone", is one of the Chinese Four Great Classical Novels. It was composed in the mid 18th century during the Qing Dynasty, attributed to Xueqin Cao. It is generally acknowledged as the highest peak of the classical Chinese novels.

The story comes from the fortunes of Cao's own family. As the author details in the first chapter, it is intended to be a memorial to the women he knew in his youth: friends, relatives and servants.

"Red Chamber" is an idiom for the sheltered chambers, where the daughters of wealthy families lived. It refers to a dream that leading man Baoyu has, set in a "Red Chamber", where the fates of many of the female characters are foreshadowed. The name of the main family, is a homonym with another Chinese character which means false, fake, fictitious or sham. Thus, Xueqin Cao suggests that the novel's family is both a realistic reflection and a fictional or "dream" version of his own family.

The novel provides a detailed, episodic record of the two



branches of the Jia Clan, the Rongguo House and Ningguo House, who reside in two large adjacent family compounds in the capital. Their ancestors were made Dukes, and as the novel begins the two houses remain among the most illustrious families in the capital. The novel describes the Jias' wealth and influence in great naturalistic detail, and charts the Jias' fall from the height of their prestige, following some thirty main characters and over four hundred minor ones. Eventually the Jia Clan falls into disfavor with the Emperor, and their mansions are raided and confiscated.

In the story's preface, a sentient Stone, abandoned by the Goddess Nüwa when she mended the heavens aeons ago, begs a Taoist priest and Buddhist monk to bring it to see the world. The main character, Jia Baoyu (whose name literally means "precious jade"), is the adolescent heir of the family, as Baoyu's sickly cousin, the emotional Lin Daiyu. Baoyu is predestined in this life to marry another cousin, Xue Baochai. This love triangle against the backdrop of the family's declining fortunes forms the most well-known plot line in the novel.

Liz的 爱情专栏

文:李钊

<<圣经·雅歌>>里说,"爱,比死亡更冷。"死是相对于生的,没有爱,活在行尸走肉的世界里,感受不到冷暖,又何谓生死呢?死亡的可怕不在于消失,而在于离别。

孑然一身,消失了又能怎么样?世界一样转动,春夏秋冬依旧交替。而离别,却是有感觉的,有影响的,至少对某一个人,你意味着什么.你不只是"你",是你们的"你".

有时候我们过于懦弱,我们不敢正视爱情;有时候我们过于自负,我们不屑谈论爱情。有时候我们止步不前,我们害怕受到伤害。有时候我们轻言放弃,我们失之交臂,我们错过真爱,我们后悔莫及。

但爱情是否真的已经变成了所谓的"爱情"。当我们以后谈起的时候,它已经成为了童话中最美好的不切实际?

大家的生活,是一个好大好的轮盘,交替旋转着,"我们",你和我,我和他,他和她,谁都逃不出去,都在这同一个轮盘上忙碌的游走着。

在这种交替存在的轮回中,我相信,男人和女人之间,最单纯的关系,应该是爱情。即使没有了追逐的勇气,也还要保有坚信的权力。

就这样,生活在偶尔的小颓废和小感动中平淡的继续着,我们也在其中失去了武装,不再费力气去伤心,不再费脑筋去想象。

放弃了大道理的我们,能记住此刻自己的笑容就好,将是我们最美丽的,关于爱的领悟的笑。

得到也好,憧憬也罢,保持这个笑容,就现在的我们而言,是对爱情最大的尊敬了吧。

JOKE TIME

suggested by Rebecca Li

For decades, two heroic statues, one male and one female, faced each other in a city park, until one day an angel came down from heaven.

"You've been such exemplary statues," he announced to them, "That I'm going to give you a special gift. I'm going to

bring you both to life for thirty minutes, in which you can do anything you want." And with a clap of his hands, the angel brought the statues to life. The two approached each other a bit shyly, but soon dashed for the bushes, from which shortly emerged a good deal of giggling, laughter, and shaking of

branches. Fifteen minutes later, the two statues emerged from the bushes, wide grins on their faces. "You still have fifteen more minutes," said the angel, winking at them.

Grinning even more widely the female statue turned to the male statue and said, "Great! Only this time you hold the pigeon down and I'll crap on it's head."

Spring is Back

摄影：时欣



追泡泡的小女孩 Little girl chasing bubbles



动物园内的春芽吐绿 Buds of willows



盛开的桃花 Blooming flowers



早春的蓝天 Blue sky in early spring

Be Personal or be professional? That is a question.

By Candice Zhao

On the flight back home from 5 days Les Clef d'Or international congress, I cannot help but thinking, what makes the core competitiveness in the high quality service industry? Standardized professional posture, speech and smile, or personalized approach, contact and relationship?

This question does not come from nowhere. I've been wondering about it ever since the congress started. Zoe and I was invited by the president of Les Clef d'Or China to work with their organization committee because they were a bit of shorted-handed for the big event. It's our pleasure and honor and also a great opportunity to know more friends and promote our own business. So we flew to Hangzhou, and literally, worked from morning to midnight for nearly a week, together with the staff from the headquarter of Les Clef d'Or China, to take good care of more than 300 international participants during the congress.

We've been asked to wear dark suits, black leather shoes, white shirt without any stripe (mine was striped so I had to borrow one from the others). Through I am not a fan of uniform but I can surely understand that they wanted to show their professionalism with standardized outfit. So we followed their rules and tried to fit into their concept. But every now and then some of my own ways pumped up and eventually, we ended up a bit different.

With no bragging intention, I have

to say, Zoe and I have made deeper impression among the congress participants, especially the 22 VIP guests we've been looked after, than the other staff from the headquarter. Given the fact that they have started their contacts much earlier than we did, I believe



it shall be something worth thinking. In fact, I have foreseen the different consequences since the beginning.

It's simple. They pay more attention to be professional while we enjoyed more personally touch. When we need to pick up VIP guests for assembly or banquet, they insisted on waiting outside the door and accompanying them to the elevator and all the way to the venue, while I prefer to call the guests, set up a time and

place to meet up and wait them there so they would have more private space and wouldn't feel intimidated. When they show the guest their way to their seats, they would say "Good morning", which I will say as well but always followed by something

like "Your tie is so cute" or "What a fabulous dress" or at least "How was your sleep" "Is this your first time in China?". When taking photos, they would smile and I would tell a joke. When sitting with other foreign guests during dinner or lunch, they would talk to each other while we would tell something about Citybus or propose a toast.

There is nothing wrong with being professional and standard. But it's not enough.

I remember one of my guests told me that he could still remember the city guide of Seoul though he could hardly remember anything about the city since the tour guide was so funny and nice.

At that time I was wondering if that makes a perfect guide or not because his personality had overwhelmed his city, and that, supposedly, was not professional. But now, I realized, variety, uniqueness and personal touch are much more crucial than being just professional. Because after all, guests are human beings. They would like to meet someone they feel consonant rather than a stereotyped robot.

And it doesn't matter if our guest would not remember how many years' history Beijing has as long as they remember our smiles.

Because we are the representatives of the city. We are vivid, dynamic, and passionate. And even better, we could talk, sing, dance and write each other emails but the city couldn't.

Be professional or be personal? That is not a question. It is just a matter of step-one and step-two.

So, my dear colleagues, open yourselves and don't be shy. I assure you that everything will be fine.

I invite you to comment on this column. Please write to me: candicezhao@163.com