

<<旅游英语教程>>

图书基本信息

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## 前言

随着社会的进步和人民生活水平的提高，世界各国都越来越重视本国旅游业的发展，由此旅游活动在世界范围内迅猛展开。

旅游业的发展不仅可以在很大程度上促进经济的提升，同时也能在促进各国文化交流和世界和平方面起到不可估量的作用。

自改革开放以来，我国旅游事业有了飞速发展，今后仍然是我国经济发展的重要组成部分。

旅游行业对高级旅游人才的供需矛盾将日趋凸显，解决这一问题的根本出路是加强旅游高等教育。

而在旅游专业的高等教育中，“旅游英语”是一门重要课程。

本书是在学生完成初级英语学习的基础上使用的教材，目的在于既要进一步提高学生的英语水平，拓展从事旅游业必须掌握的英语专业词汇，又要较全面地介绍旅游、旅游业方面的知识，促使他们在旅游理论知识、实际工作能力和旅游专业英语方面均得到提高。

本书特别注重旅游专业的知识性，精心选取旅游业最新内容，并以旅游导论为框架，目的是使学生对旅游知识有一个较全面的了解。

例如，什么是旅游，旅游业包括哪些方面，旅游营销及旅游对一个国家经济、文化和社会等方面的影响等。

本书同时注重学生实践能力的培养，编写了导游、饭店等工作的实际程序。

书中的写作部分，编入了旅游业务中常见的内容和文本形式，旨在帮助学习者得心应手地完成日常工作。

本书介绍了有代表性的国内景点和与旅游有关的经济、文化等方面的知识，对学习特别是导游员有所帮助。

作为英语教材，本书注重培养听、说、读、写、译各方面的技能。

全书分为15个单元，每个单元分为四个部分，分别强调听、说、读、写四大技能模块。

本书融知识性与趣味性于一体。

为便于学生掌握各知识点，书中配有相应练习。

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### 内容概要

本书以旅游导论为框架，同时拓展旅游业知识，目的是使读者对旅游知识有一个较全面的了解，同时关注旅游业发展的新趋势，包括红色旅游、乡村旅游、会展业、环境保护和文化遗产保护等内容。在语言技能训练方面，每个单元都涵盖听、说、读、写、译技能的全面训练，提供真实的语言环境，更利于读者掌握实用技巧。

本书系统性强，内容新，具有较强的实用性、趣味性和时效性。

本书适用于有一定英语基础的学习者，如英语专业、旅游类专业的本科生，也适用于旅游类高职高年级的学生。

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## 章节摘录

charter flights from Shanghai to Saipan, the largest island and capital of the United States Commonwealth of the Northern Mariana Islands, resumed on Friday after a three-month suspension. Each Monday and Friday, tourists can fly straight from Shanghai to Saipan. To further develop the China market, discussions on two additional flights from July 15 are undergoing. The charter flights between Shanghai and Saipan have been operating for the past three years. These are carried out by Century Tours and Tinian Dynasty Holiday with China Eastern Airlines. As an American tourist destination, the Northern Mariana Islands ( Saipan, Tinian and Rota ) received the Approved Destination Status from the China National Tourism Administration at the end of 2004. Over the past few years, the seaside resort has begun to attract an increasing number of Chinese tourists. "The number of visitors from China to the Northern Mariana Islands is growing very fast. A total of 39,253 visitors came in 2006, an increase of 19.24 percent over 2005," said Emma S. Villagomez of the Marianas Visitors Authority, "Our resumed Shanghai-Saipan flight will possibly double the number, which means we will receive more Chinese tourists this year than ever before. In addition, the Beijing-Saipan flight will also resume soon."

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### 编辑推荐

《旅游英语教程》以旅游导论为框架，注重旅游专业的知识性，并选取旅游业最新内容，旨在使读者对旅游业有较全面的了解。

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