

<<实用旅游英语教程>>

图书基本信息

书名：<<实用旅游英语教程>>

13位ISBN编号：9787309074963

10位ISBN编号：7309074963

出版时间：2010-9

出版时间：复旦大学

作者：魏国富 编

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<实用旅游英语教程>>

前言

本书再版完稿之际，恰逢上海世博开幕之时。

千年文明古国，百年世博盛事，上海世博不仅是中国向世人展示千年文明发展进程的成就，更是中国发展的机遇，世界发展的机遇。

一个国家举办世博会，最直接受益的就是世博举办国的旅游业。

据有关方面预测，上海世博会的整个展出期间将有7000万人次的中外参观者，日均人流量约为40万人次，最高单日接待量可能会达到100万人次，巨大的客源对于中国旅游业和上海旅游业来说都是前所未有的。

那么，如何才能使旅游者，特别是入境游客乘兴而来，满意而归？

另外，随着我国出境游市场的不断扩大，我国公民出境旅游人数的不断增多，如何使我国出境游的旅游者游得舒心、称心、放心？

要回答以上两个问题，笔者认为：1) 旅游从业人员的旅游英语交际能力是不可忽略的一个重要的方面；2) 我国出境游游客的旅游英语水平的提高也是保证出境游质量的一个基础。

《实用旅游英语教程》（以下简称“教程”）为解决以上两个问题提供了有力的帮助。

旅游英语教程自2002年出版以来深受全国许多大专院校旅游专业的青睐，并将本教程定为旅游专业学生的必修课程；也成为非旅游专业学生的选修课程以及一些地方旅游培训部门对从业人员进行旅游英语培训的主选教材。

为了更好地适应广大读者的需求，满足读者学习的要求，从而尽快地达到提高学习者的旅游英语应用能力，我们对教程进行了修订。

修订后的第二版有以下几个方面的重大变化和特点：1. 每个单元中的Text A课文后增加了词汇和阅读能力练习和Text后课文阅读理解练习；2. 应广大教师以及旅游专业学生、旅游业培训者、从业人员及旅游英语爱好者的要求，修订后的第二版教程配备了多媒体课件光盘；3. 为了便利旅游培训者、旅游专业英语教师们的教学工作和旅游专业学生们对教程很好地进行自学，我们还编写了《实用旅游英语教程导学》（以下称“导学”）。

<<实用旅游英语教程>>

内容概要

考虑到市场的需求和当前我国旅游英语教学还不够完善和规范化的现状，作者魏国富编写了这本《实用旅游英语教程（第2版）》。

本教程不仅旨在提高现已从业者的专业英语实际运用能力，更重要的是使那些仍在校读书的学生打好坚实的基础，拓宽知识面，增强其成功就业的信心，提高其轻松从业的能力。

本教程是一本旅游英语专业教材，共有十四课，每课包括六个部分。

<<实用旅游英语教程>>

书籍目录

Unit 1Text A Why People Travel?Text B BeijingText C Xi'anUnit 2Text A Tourist and TourismText B
TouristsText C The Tourist IndustryUnit 3Text A Visit to the Wuyi MountainsText B The Great WallText C Jade
Buddha TempleUnit 4Text A Australia the World ' s Largest IslandText B China TodayText C SingaporeUnit
5Text A Classification of HotelText B An Introduction to Hotel IndustryText C The Tai MahalUnit 6Text A
Public Festivals in ChinaText B The First Thanksgiving DayText C Major Traditional Chinese HolidaysUnit 7Text
A Famous Chinese DishesText B The Art of Chinese CookingText C Chinese CuisineUnit 8Text A Food
CultureText B Eating Etiquette between China and AmericaText C Table MannersUnit 9Text A Disney
WorldText B Terra-cotta Figures and Bronze ChariotText C Tourist Attractions and EntertainmentUnit 10Text A
Advertising for Tourist PromotionText B The Role of Advertising · Text C AdvertisementUnit 11Text A Business
Letters in TourismText B General Principles of Business WritingText C Four Forms of Business Letter WritingUnit
12Text A Agreements and ContractsText B Contract LawText C Agreement StudyingUnit 13Text A The
Advantages of TelecommunicationText B Lijiang-The world's Cultural HeritageText C America's National
ParksUnit 14Text A Credit Cards(I)Text B Credit Cards(II)Text C Western MannersGlossary

章节摘录

插图：From about 25 AD the town went into a decline that lasted about five and a half centuries, until in 582 the emperor Wen Di of the Sui Dynasty established his capital southeast of Chang An. The town flourished and continued its development under the Tang Dynasty, so that in time it became the most important center in Asia, with a population of about a million people living in a vast, well-laid-out city protected by large walls and ramparts. The area of the old city was greater than that of present-day Xi'an. All but two of the Tang emperors have their tombs in the hills far back from the north bank of the Wei. There are fifteen tombs in a line extending about 100 miles eastward, and the farthest one is near the Yellow River. The town was extensively damaged when the Tang Dynasty fell, and thereafter went into another long period of decline. After that, it was never again the capital of China. So the town remained undeveloped until the Ming Dynasty, and even then it was only about one-fifth of its former area. During the reign of the Qing Dynasty it was considered one of the most beautiful towns in China; but when the Qing Dynasty fell in 1911, it went into another decline. Thereafter there was little development until after the 1949 revolution, when a program of industrialization was introduced and the area repopulated. The people of Shaanxi have struggled for thousands of years to tame the waters of the province by digging canals, making dams and irrigating the agricultural areas. Even today water conservation projects are of great importance to the province, and there has been an upsurge in capital construction in this sector. Hillsides are being extensively terraced for growing crops, planting trees and shrubs thus to prevent soil erosion, lessen the impact of droughts, and long-time scourges of the area. One forestation program, known as the "great wall of greenness", extends some 220 miles in length.

<<实用旅游英语教程>>

编辑推荐

《实用旅游英语教程(第2版)》：实用旅游英语系列。

<<实用旅游英语教程>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>