

<<旅游英语>>

图书基本信息

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前言

随着经济的发展与人们生活水平的提高,旅游日益成为人们生活中不可缺少的重要内容;随着我国改革开放的深入,使来华旅游的海外游客迅猛增加;随着入境游的迅速发展,对既熟悉旅游业务又能熟练用英语进行交流的旅游人才的需求大大增加,而《旅游英语》正是培养这类人才的一门重要课程。本教材从旅游专业学生将来实际工作的需要出发进行设计和编写,强调实用性和可操作性。在内容编排上以在中国旅游的实际经验为基础,重视培养学生的口语实践能力,阅读材料充分体现中国的悠久文化和瑰丽风景。

全书由10个单元组成,内容涉及从接客到送客的整个工作过程,每单元包括学习目标、主题导入、专业词汇、情景对话、文章阅读、练习、推荐网站、推荐阅读书目等内容,书后附有专业词汇表、练习答案及参考文献。

本教材的特点主要表现在以下几个方面。

1.重视培养学生的口头交际能力。

根据旅游工作程序,从迎接客人、食、住、行、游、购、娱和欢送客人几方面设计情景对话,所提供的情景、表达方法具有很强的代表性和实用性,使学生在具体情景中学会如何进行交际,能够尽快适应实际工作的需要。

2.注重培养学生对本民族旅游文化及旅游景点用英语进行表达的能力。

要求学生了解本民族旅游文化,能够熟练用英语介绍中国旅游文化。

同时选出了一部分有代表性的国内旅游景点作为模板,使学生学会如何介绍旅游景点。

3.教材编写突出以学生为中心。

其学习目标的表述、主题的导入、角色扮演、小组讨论、推荐网站、推荐阅读书目等内容都是围绕以学生为中心而精心设计的。

4.教材内容的选择体现高职教育“实用为主,够用为度”的原则。

旅游英语内容涉及面很广,很难使学生在有限的时间内做到面面俱到。

本教材选取旅游工作中的核心内容,即食、住、行、游、购、娱几方面,重点突出,实用够用。

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内容概要

本教材是21世纪全国高职高专旅游系列实用规划教材之一。

本教材从旅游专业学生将来实际工作需要出发，强调实用性和可操作性。

在内容编排上以在中国旅游的实际经验为基础，重视培养学生的口语实践能力，阅读材料充分体现中国的悠久文化和瑰丽风景。

全书由10个单元组成，内容涉及从接客到送客的整个工作过程，每单元包括学习目标、主题导入、专业词汇、情景对话、文章阅读、练习等内容，书后附有专业词汇表和练习答案。

本教材可作为高职高专院校、成人高校、本科院校高职教育旅游专业及其他相关专业的教学用书，也可作为旅游从业人员和广大旅游爱好者的参考读物。

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章节摘录

The Palace Museum, also known as the Forbidden City, was the imperial palace of the Ming and Qing dynasties. Standing in the center of Beijing, it covers an area of 720 000 square meters with more than 800 buildings and over 9000 rooms, constituting a priceless testimony to Chinese civilization during the Ming and Qing dynasties. It is the largest and most magnificent group of palaces existing in China and a treasure house of various relics. In Chinese, the Forbidden City is called the Purple Forbidden City. There were twenty-four emperors who have wielded authority within this grand palace. The Purple Forbidden City was inaccessible to the common people during the reign of the emperors. Even the highest civil and military officers could not enter it without good reason. The Forbidden City is one of the architectural wonders of the world. The construction took 14 years and was finished in 1420. The whole complex can be divided into the outer court and the inner court. The outer court, with its three central main halls and side buildings, was where the emperor handled the state affairs and held grand ceremonies. The three main halls are the Hall of Supreme Harmony, the Hall of Complete Harmony and the Hall of Preserving Harmony. The inner court was where the emperor dealt with daily government affairs, and where the imperial family lived. Once concubines and servants entered they could not leave or even see over the walls.

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编辑推荐

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