

<<旅游情景英语>>

图书基本信息

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内容概要

本书注重训练和培养学生旅游服务过程中运用英语语言的能力。全书根据旅游情景分立篇章，包括旅游咨询、出入海关、旅游交通、食宿服务、观光游览、娱乐活动、会展服务、旅游购物、旅行安全、旅游投诉10个方面的72个情景，基本涵盖了旅游服务的全过程。全书编排为20篇课文，每篇课文包括背景知识、情景对话、词语注释、短文练习和课外学习材料等板块，富有实用性。

《旅游情景英语》为高等院校旅游学科专业英语教材，亦可作为旅游从业人员培训进修用书。

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主编“旅游学丛书”、“高等院校旅游专业教材系列”、“高等院校旅游学科‘十二五’规划教材”，出版《旅游经营管理》、《旅行社经营管理》、《旅游经营资源概论》、《乡村旅游概论》、《旅游目的地概述》、《入境旅游客源地概况》、《出境旅游目的地概况》等著作和教材，主持“‘焦作现象’研究”、“西沙群岛旅游发展规划”等科研项目30多项。

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版权页：To cater to the new class of travelers, tour operators have now developed a variety of packages which offer bargain prices, convenience and reliability. Not only have package tours become more accessible in the jet age, they have also become more flexible in terms of length. In the days when overseas travel entailed a journey by steamship, tours were necessarily longer, commonly lasting two or three months. A few tour operators offer lengthy packages, but most have scaled down the itineraries of multi-country tours to around 22 days. As a result, tours are less leisurely than they used to be, and less time is spent at each destination. Shorter tours, featuring only two or three destinations, have also been developed. A package tour is a combination of several travel components provided by different suppliers, which are sold to the consumer as a single product at a single price. A package tour typically comprises two or more of the following components: one or more forms of transportation (including fly-drive, fly-cruise, motorcoach tour, and rail tour packages), accommodations, meals, attractions and events (including sightseeing and admission to natural and commercial attractions, entertainment, recreation, and a variety of special events), extras (including transfers and baggage handling, tips and taxes, the service of a professional tour manager and tour guides, travel bags, and discount coupons for restaurants and shops).

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编辑推荐

《高等院校旅游学科"十二五"规划教材:旅游情景英语》是高等院校旅游学科“十二五”规划教材中的一本，是英语教材，旨在让学生掌握旅游服务过程中涉及的词汇、句式，并了解一些与旅游相关的背景知识，从而提升学生运用英语提供旅游服务的能力。

《高等院校旅游学科"十二五"规划教材:旅游情景英语》总体脉络清晰，以旅游服务全过程的各个环节为立足点，分立篇章，有助于读者系统全面地了解旅游服务的全过程。

章节的内容丰富、结构合理，从基础知识、情景对话，到词汇解释、课后练习，再到补充阅读，有助于学生有效地掌握及巩固各章节所介绍的旅游英语知识并正确地运用《高等院校旅游学科"十二五"规划教材:旅游情景英语》所授表达。

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