

<<旅游交际英语通>>

图书基本信息

书名：<<旅游交际英语通>>

13位ISBN编号：9787561707807

10位ISBN编号：7561707800

出版时间：2007-2

出版时间：华东师范大学出版社

作者：初丽岩 编

页数：533

字数：580000

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>

<<旅游交际英语通>>

前言

当一本书仍在断断续续重印的时候，修订它是一个很大的挑战，要突破旧版的窠臼有所创新，才能赢得读者的喜爱。

就像长江的后浪，只有更大的势头，才能超过前浪。

为了使修订版更具生命力，编者吸取原书的精华，借鉴了同类教材的优点。

本教材全新修订。

修订时，编者有意识地从文化介绍的角度选择材料、编写教材。

贯穿全书的强烈的文化意识是本教材最大的特点。

课文也从原先的六个单元增至七个：除了旅游预定和入境(Tour Reservation and Arrival)、宾馆住宿(mccom-modation)、饮食文化(Fo

<<旅游交际英语通>>

内容概要

本教材大处着眼，小处放手，中华文化娓娓道来，不仅展现中国悠久的历史、辽阔的国土地理，也囊括了各地风俗礼仪、大餐小吃、特色手工艺等。

特别设立“中国文化瑰宝”单元，集中介绍戏剧、武术、中药、风俗礼仪以及传统节日等中国文化精髓。

本教材特别适合做旅游管理专业英语教材。

书籍目录

Unit One Tour Reservation and Arrival Lesson1 At the Travel Agency Lesson2 Ticket Reservation Lesson3 On the Plane Lesson4 Customs InspectionUnit Two Accommodation Lesson5 Room Reservation Lesson6 Registration Lesson7 Hotel Services Lesson8 Complaints and EmergenciesUnit Three Food Culture Lesson9 Chinese Food Culture Overview Lesson10 History and Theory Lesson11 Table Manners Lesson12 Cooking Techniques Lesson13 Famous Dishes Lesson14 Stories behind Famous Dishes Lesson15 Chinese Medicinal Diet Lesson16 Chinese Tea Culture Lesson17 Bars Lesson18 Wine CultureUnit Four Tourist Attractions Lesson19 Anhui Lesson20 Beijing.....Unit Five ShoppingUnit Six Pearls of Chinese CultureUnit Seven DepartureKey to the Exercise

章节摘录

~What to Bring Along "Lightweight" and "Compact" are two words you should remember when you are deciding what to bring along. China today is well stocked with most personal items. You will have many chances to buy whatever you may need. It would be much better to buy them when you need along the way, than to end up throwing them away because you have too much to carry! However, there are some things we suggest that you bring from home. Buy a good backpack and you will never regret. A strong backpack is much easier to carry than a suitcase. A small shoulder bag is necessary for carrying your camera and other daily items around after you have left your backpack at the hotel or railway station. But do not place valuables in them. Clothing is inexpensive and one of the best buys in China, so we do not suggest you bring too much from home. Basically you need only two sets of clothes, one to wear while the other set is being washed. Take with you just a couple of shirts, sweaters, and a jacket (depending on the season). These can be worn in layers in case of climatic changes. Dark colored clothing is a better choice because it does not show the dirt. If you are traveling in north China during winter, prepare yourself for extreme cold. A good down jacket, hat, mittens and boots are necessary. Besides underwear and rainwear, comfortable socks and hiking boots are also needed. Bring a good pair of sunglasses, a hat, sunscreen lotion and a water bottle especially when you are traveling in the desert areas or at high altitudes. Tooth-brush, towel, wet tissue, cold and indigestion medications, lip balm and any other first-aid items you may generally need should be included. If you have to take regular prescription medicines, be sure to bring enough supplies for your trip. Remember to pack your camera, enough films and batteries as well. Note that while print film can be found in most places, slide film may be difficult to find. Electrical multi adaptor is a must if you plan on bringing electrical appliances. An alarm clock would also be useful. ~

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>