

<<旅游英语>>

图书基本信息

书名：<<旅游英语>>

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作者：郭学英，刘慧波 主编

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内容概要

《旅游英语(旅游与酒店管理专业示范性高等职业教育精品规划教材)》分为9章，共有29个单元，每个单元分为导入、阅读、听、说和补充材料5个部分。

内容主要包括机场迎客、帮助预订、客房服务、餐厅服务、旅游观光、旅游购物、休闲娱乐、处理投诉和欢送游客等一整套由入境到出境的旅游服务过程中所用到的服务英语。

《旅游英语(旅游与酒店管理专业示范性高等职业教育精品规划教材)》既可以作为高职和中职院校旅游类专业的教材，也可以作为旅游从业人员的职业培训用书。

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章节摘录

版权页：插图：Though Chinese painting has much in common with Western painting as an important part of the country's cultural heritage, it still possesses its unique national character. Chinese traditional painting seldom follows the convention of central focus perspective or realistic portrayal, but gives the painter freedom on artistic conception, structural composition and method of expression. One of its main features is that it is painted on Xuan paper with the Chinese brush, Chinese ink, mineral and vegetable pigments. Xuan paper is most suitable for Chinese painting. It can allow the writing brush wet with Chinese ink and held in a trained hand, to move freely on it, making strokes wry. These soon turn out to be human figures, plants and flowers, birds, fish and insects, full of interest and life. To work on this art needs continual exercises, a good control of the brush, and a feel and knowledge of the qualities of Xuan paper and Chinese ink. In terms of technique, the Chinese painting is divided into two major categories: free hand brushwork and detailed brushwork. The former is characterized by simple and bold strokes intended to represent the exaggerated likenesses of the objects, while the latter by fine brushwork and close attention to detail. Employing different techniques, the two schools try to achieve the same end, the creation of beauty. According to subject matter, classical Chinese painting can be divided into three categories: landscapes, figures and birds-and-flowers. Throughout the course of Chinese painting, images of emperors, philosophers, and court ladies provide role models from the past; landscapes and bird-and-flower paintings demonstrate the central place of nature in Chinese thought.

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编辑推荐

《旅游英语》(作者郭学英、刘慧波)以从外国游客的入境到出境等一系列的旅游活动为主线,将一整套的旅游服务过程展现出来,内容完备、条理清晰,并且以语言为依托,将工作流程、服务规范、服务意识和语言的交际能力融为一体,着重培养学生的综合素质。

本教材注重学生的语言实际运用能力,强调多说,多听,多模仿,多练,旨在培养实用型的旅游行业的外语人才。

因此,《旅游英语》可作为高职和中职院校旅游类专业学生的教材,也可作为旅游从业人员的职业培训用书。

《旅游英语》由湖北大学职业技术学院英语教研室主任郭学英老师及云南旅游职业技术学院的刘慧波老师担任主编。

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