

<<新编旅游英语教程>>

图书基本信息

书名：<<新编旅游英语教程>>

13位ISBN编号：9787811226386

10位ISBN编号：7811226383

出版时间：2009-5

出版时间：东北财经大学出版社有限责任公司

作者：潘惠霞 编

页数：218

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>

<<新编旅游英语教程>>

内容概要

《新编旅游英语教程》是东北财经大学出版社组织编写的“21世纪高等院校旅游管理系列教材”之一。

本教材编写的主要目标是为旅游管理专业学生及旅游英语爱好者提供一本以培养英语语言能力为主、以充实旅游知识为辅的英语教材。

本教材融知识性和趣味性于一体，帮助学生深入了解旅游文化知识，熟悉旅行社、酒店及其他旅游服务机构及其业务知识，为学生今后从事旅游及相关行业工作奠定良好的基础。

《新编旅游英语教程》适用于旅游英语专业二年级以上（包括二年级）学生使用，同时还可以作为旅游管理专业学生的双语教学教材或旅游行业培训教材。

《新编旅游英语教程》由16课组成。

每课包括课文、词汇、课文注释、写作、练习及课外阅读六个部分。

课文分A、B两部分，Text A为旅游专业知识，Text B为旅游相关知识。

课文内容由浅入深，篇幅适当。

词汇部分注重旅游行业专用术语和表达。

课文注释部分包括语言难点、旅游专业知识、旅游文化难点等。

写作部分主要介绍应用文写作。

练习部分提供包括课文理解、词汇、语法、阅读和旅游写作等方面的训练。

每课后配有补充阅读材料，内容范围广、信息量大，帮助学生提高阅读能力和扩大知识面。

<<新编旅游英语教程>>

书籍目录

Unit One Text A Travel as an Industry Text B The Vacation and Leisure Traveler Practical Writing : Notice(1) Supplementary Reading Basic Approaches to the Study of Tourism(1) Unit Two Text A What is Tourism? Text B The Study of Tourism Practical Writing : Notice(2) Supplementary Reading Basic Approaches to the Study of Tourism (2) Unit Three Text A Benefits and Costs of Tourism Text B The International Tourist Practical Writing : Letter Writing(1) Supplementary Reading Common Health Problems Unit Four Text A Economic Impacts of Tourism Text B Cultural Effects of Tourism Practical Writing : Letter Writing(2) Supplementary Reading Tourism ' S Impact on New York City Unit Five Text A What is Hospitality Management? Text B Planned Play Environments Practical Writing : Invitation Card Writing Supplementary Reading Trends in the Lodging Industry Unit Six Text A The Airline Industry Text B The Motorcoach Industry Practical Writing : Reservation Letter Supplementary Reading Impact of Tourism on Employment Unit Seven Text A The Food Service Industry Text B Junk Food and a Hectic Pace Practical Writing : Letter of Confirmation Supplementary Reading Eady Food Services Unit Eight Text A Hotel Operations Text B Thomas Cook Practical Writing : Letter of Application Supplementary Reading The Growth of Hotel Chains Unit Nine Text A Recreation Text B Casinos and Gaming Practical Writing : R6sum6 Supplementary Reading The Walt Disney Company Unit Ten Text A Attractions Text B Atlantic City Practical Writing : Thank—you Letter Supplementary Reading Entertainment and Shopping Unit Eleven Text A Types of Travel Agencies Text B Travel Agency Organizations Practical Writing : Complaints Supplementary Reading The World Tourism Organization Unit Twelve Unit Thirteen Unit Fourteen Unit Fifteen Unit Sixteen References

章节摘录

插图：The Motorcoach Industry The fares and routes of the intercity bus industry were closely regulated by the Interstate Commerce Commission (ICC) until 1982 , when deregulation eliminated many of the most restrictive regulations while maintaining a regulatory framework for industry. In 1987 two very significant events took place in the intercity bus industry.

First , Greyhound Lines , Inc. ' was sold by the Greyhound Corporation in Phoenix , Arizona , to a Dallas firm whose primary business was leasing intercity buses to other bus carriers. Second , this “ new ” Greyhound Lines bought Trailways Lines. Inc. Consequently , the intercity route passenger bus market is highly concentrated , with Greyhound the only company with a national network. Greyhound has experienced turbulent times , which include a strike , downsizing , and bankruptcy. Greyhound is a different company than it was a few years ago in 1989. For example , they now operate a fleet that is about 35 percent smaller than in 1989 and regular route miles have been reduced by over 30 percent. In addition , they have virtually moved out of the charter bus business. In 1989 they operated about 1 million. They are now a leaner and profitable company. Greyhound handled approximately 15.1 million passengers , who generated about 5.9 billion passenger miles in 1992. They produced a load factor of 58 percent. Intercity bus passengers are largely lower-income non-business travelers who are very price sensitive. Intercity bus service has shrunk to a minor transportation alternative because of increased automobile ownership availability and aggressive airline pricing. Bus travel is characterized by more ridership to and from rural areas and small towns than either the air or rail modes. Greyhound ' s average trip length is 387 miles.

<<新编旅游英语教程>>

编辑推荐

《新编旅游英语教程》由东北财经大学出版社出版。

<<新编旅游英语教程>>

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>