

# 《武当山英文导游辞研究与创作》

## 图书基本信息

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## 作者简介

张正荣(1971-),女,湖北省丹江口市人,十堰职业技术学院旅游与涉外事务系副教授,硕士,主要从事课程与教学和涉外旅游方向的研究。现为旅游英语专业带头人和系督导专家。多次在境内外参加有关高职高专教学理念的学习。目前,已经在公开刊物上发表论文近二十篇,参编教材四部。

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## 编辑推荐

武当山是中国著名的道教圣地。鲁迅先生说过：“中国的根底在道教。”如何更好地宣传武当、宣传中国文化是每一位同仁义不容辞的责任。《武当山英文导游辞研究与创作》作者（张正荣）针对不同类型的游客，如一般观光型游客、文化需求型游客、来自北京的游客以及游玩期间是雨天的游客，提供了不同风格的武当山简介，避免了千篇一律、陈词滥调。

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