

《旅游英语应用教程》

图书基本信息

书名：《旅游英语应用教程》

13位ISBN编号：9787040303582

10位ISBN编号：7040303582

出版时间：2011-1

出版社：王琳，关铁山 高等教育出版社 (2011-01出版)

作者：王琳，关铁山

页数：156

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：www.tushu000.com

《旅游英语应用教程》

内容概要

《旅游英语应用教程》以功能（意念）教学法为指导思想，结合旅游业中“吃、住、行、游、购、娱”六大要素，将内容分为相应的六个模块。全书以此为框架，以旅游活动为主线，创设情景对话，精选相关文章。对话强调功能性、真实性，文章则突出知识性、实用性，每个模块末设计了相关的写作练习。《旅游英语应用教程》课件中带有相关的“突发事件及其应急方法”及导游实务的问答，并附有课后练习答案。《旅游英语应用教程》内容突出旅游英语教材的实用性和实践性原则，力求真实展现旅游业各环节的知识和技能，培养旅游英语交际能力，体现旅游英语学习和教学特征。《旅游英语应用教程》可作为旅游管理专业高年级学生、外国语学院旅游英语专业学生的教学用书，也可作为导游证书考试培训教材。

《旅游英语应用教程》

书籍目录

Transport Speaking Booking Flight Tickets Reading Zheng He, a Great Navigator Comprehensive Exercises A Humorous Story Speaking Going Through the Customs Reading Transportation in China Comprehensive Exercises A Humorous Story Speaking Seeing off at the Airport Reading Qualifications for Being a Good Tour Guide/Interpreter Comprehensive Exercises A Humorous Story Simulated Writing Module 2 Accommodation Unit 4 Speaking Room Reservation Reading Hilton Hotels Corporate Profile Comprehensive Exercises A Humorous Story Unit 5 Speaking Checking in at the Hotel Reading The Hotel Industry Comprehensive Exercises A Humorous Story Unit 6 Speaking In the Room Reading Hotel Management Comprehensive Exercises A Humorous Story Simulated Writing Module 3 Catering Unit 7 Speaking Ordering a Chinese Meal Reading A Brief Introduction of Chinese Cuisine Comprehensive Exercises A Humorous Story Unit 8 Speaking Ordering Western Meal Reading Restaurant Etiquette Comprehensive Exercises A Humorous Story Simulated Writing Module 4 Sightseeing Unit 9 ~Speaking Touring Beijing Reading Great Wall Tour Comprehensive Exercises A Humorous Story Unit 10 Speaking A Trip on the Thames Reading Disney World Comprehensive Exercises A Humorous Story Unit 11 Speaking Visiting the Terra Cotta Warriors and Horses Reading Chinese Architectural Styles Comprehensive Exercises A Humorous Story Module 4 Simulated Writing Module 5 Shopping Unit 12 Speaking Shopping and Bargaining Reading Shanghai, a Shopping Paradise Comprehensive Exercises A Humorous Story Unit 13 Speaking Refunding and Complaining Reading Top Ten Tibetan Souvenirs Comprehensive Exercises A Humorous Story Module 5 Simulated Writing Module 6 Entertainment Unit 14 Speaking Visiting a Theme Park Reading Hong Kong Disneyland Comprehensive Exercises A Humorous Story Unit 15 Speaking Peking Opera Reading Chinese Traditional Operas Comprehensive Exercises A Humorous Story Unit 16 Speaking Spending Spring Festivals in China Reading Chinese Customs Comprehensive Exercises A Humorous Story Module 6 Simulated Writing References

章节摘录

版权页 : China's tourism started relatively late, but it is better than the tourism resources of many countries that tourism is well-developed. China's huge amount of cultural relics, its quiet and beautiful scenery known far and wide, the splendour of its ancient art and culture, its traditional multi-national arts and crafts and food of various local recipes, have attracted foreign visitors for a long time. However, as tourism has just developed, China is lacking in sufficient transportation and facilities. In addition, we still have a lot of problems to be solved in the management of tourism, in the quality of service and in the quality of English level of guide and interpreters. With all these problems gradually settled, China's tourism will surely advance to a high stage of development along the unique Chinese pattern. In fact, guide and interpreters are in direct service of foreign visitors. The quality and service play a decisive role in the development of tourism industry. "SERVICE" according to international concept contains 7 meanings involved in the acronym. "S" stands for SMILE meaning that the tour guide should provide smiling service. In other words, the tour guide is supposed to smile while rendering service to the tourist; "E" represents EXCELLENT which indicates that service should be performed in an excellent way; "R" symbolizes READY which shows that the tour guide is constantly ready to serve the tourist; "V" stands for VIEWING which indicates that each tourist should be treated as a distinguished guest with his or her special needs; "I" shows INVITING which means that the tourist will want to return after she or he leaves the host country; "C" stands for CREATING which shows that the tour guide should create an amiable and harmonious environment for the tourist; and last but not least "E" indicates EYE which means each tour guide pays a close attention to the tourist with keen observation, foresee needs and provides in-time service to make the tourists feel that they are carefully and constantly concerned. Therefore,

《旅游英语应用教程》

编辑推荐

《旅游英语应用教程》是高等学校旅游管理专业应用型本科系列教材。

《旅游英语应用教程》

精彩短评

- 1、这本书没有光盘，这个价格有点贵了。而且里面尽是一些翻译题还有阅读，也没有答案与参考译文，不管是作为教材还是自学都不好。
- 2、课程用书，内容丰富、

《旅游英语应用教程》

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:www.tushu000.com