

<<餐饮英语>>

图书基本信息

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前言

众所周知,我国高等教育的模式已经发生了巨大的变化,即从原先的强调培养研究型人才的精英化教育模式转变为注重培养应用型人才的大众化教育模式,而全国高等教育也已经开始进入提高质量和进行结构改革的新阶段。

目前,高等职业技术教育已快占据了我国高等教育的半壁江山。

随着高等职业技术学校数量的增加,高等教育本来已经面临的剧烈竞争达到了白热化的阶段。

高等教育整体资源已经显示出供过于求的迹象,于是许多人开始把重点转移到优质教育上面,即注重教育的内涵发展,而不是外延扩展。

那么,高等职业技术教育的优质从何而来,内涵又是什么呢?

很显然,优质来自市场的反馈,内涵意味着开发核心产品。

说到底,高等职业技术教育的好坏取决于行业的评估结果,其核心竞争力来自学校与行业的紧密结合

。不强调学多少,学多深,而强调学的东西在行业里能用到多少,用得效果好不好,这些就是高等职业技术教育的办学宗旨。

高等职业技术教育从本质上讲是就业教育,学校遵循的原则是按需办学。

成功的办学模式是从过去的学校办学转化为产学合作,教育与产业需求同步,教学的内容就是产业实际需要用的东西。

国家教育部为高等职业技术教育提出的“实用为主,够用为度”的原则恰好符合了专门化用途英语的教学规律,紧密结合了行业的实际,突现了高等职业技术教育的特点,将上岗培训纳入到了教学内容中来。

由高等教育出版社组织编写的行业英语系列教材恰到好处地体现了这个原则。

我们有充分的理由相信,在高等教育出版社的精心组织下。

<<餐饮英语>>

内容概要

《餐饮英语》是行业英语系列教材中的一本，其选材新颖，内容丰富，涵盖了餐饮服务行业的方方面面。

《餐饮英语》围绕餐饮服务行业的职业需求，以任务为主线，将英语技能的培养和餐饮服务的培训结合在一起，通过任务模块的形式，寓教于乐，进行听、说、读、写、译交际能力的全面训练。

《餐饮英语》是一本极具操作性、注重语言灵活运用的实践性教材，适用于相关专业的学生和本行业的社会从业人员。

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章节摘录

W. Hi, Michael, is it the first time you have come to China ?

M. Yeah. China is really an amazing country. W. So you have got used to the life here, haven't you ?

M. Sure. Chinese food is my favorite !

W. You know, Chinese cuisine is well-known as one of the greatest cuisine all over the world, and its known for its remarkable diversity of cooking styles, the abundance and delicious range of ingredients. M. I was told that there are dozens of different basic ways in Chinese cooking, including roasting, frying, boiling and so on. All of them draw out the best in the ingredients. W. That's true. You know, Chinese cooking is subdivided into many schools notable for their local flavors. M : What are they ?

W. The most popular and well-known schools include Beijing cooking, Sichuan cooking, Guangdong cooking and Shanghai cooking. M. Hey, tell me something more. W : These four schools of cooking represent different cooking styles in various Chinese areas respectively. For instance, most Beijing food has a high calorie value answering the demands of the cold northern climate.

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