

<<现代旅游英语教程>>

图书基本信息

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内容概要

本书是一本指导涉外导游员提高英语交流和会话能力、讲求策略、重视文化差异的导游英语教材。全书由十三个主题、十四单元组成，内容涵盖：旅游与导游、迎接宾客、去往宾馆并致欢迎辞、宾馆入住、行程安排、景点介绍、餐馆就餐、购物体验、娱乐活动、应付琐事、遭遇意外、处理投诉、送别宾客并致辞等。

每一单元又分成预热问题、情景对话、实用句子、相关策略、文化差异、相关术语和练习七个部分展开。

另外，本教材的附录很具特色，所提供的内容全部为国际导游或外事接待人员所必备、须知，内容包括：全球旅游道德标准、英语导游资格证考试(现场考试)评分标准、旅游团接待计划、宾馆所用各种表格等。

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