

<<导游英语>>

图书基本信息

书名：<<导游英语>>

13位ISBN编号：9787122160997

10位ISBN编号：7122160998

出版时间：2013-1

出版时间：化学工业出版社

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>

前言

进入21世纪,随着中国经济的快速发展,旅游产业已经成为中国支柱产业之一,入境游、国内游、出境游三大市场全面振兴。

旅游业已经成为中国国民经济新的增长点,中国已经成为名副其实的旅游大国。

但随着出境游和入境游的快速发展,高素质外语导游人数明显不足,旅游企业员工的专业外语水平普遍不高,不能满足旅游行业发展的需要,而且旅游业服务更加注重质量的提高和个性化服务,这对导游人员的工作和职业素养提出了更高的要求。

为了适应我国目前旅游外语教材与教学方法改革的需要,加速高端技能型旅游外语人才的培养,提升我国涉外旅游服务与管理的质量,我们编写了此书,供旅游及相关专业的教学与培训使用。

本书既适合于已经掌握一定旅游基础知识的旅游及外语相关专业的在校学生,也可供对英语导游工作感兴趣、希望加入英语导游队伍的社会人员作为自学和培训教材。

本书分为四部分。

第一部分为导游服务流程,将从机场接机到送别客人的工作步骤分解为迎接客人、沿途服务、登记入住、讨论行程、就餐服务、景点讲解、结账服务、送客服务8个单元进行介绍。

第二部分为处理投诉和突发事件,包括处理投诉、处理客人特殊饮食、调整行程、错接、漏接及误接、行李丢失、客人走失、护照丢失8个单元。

第三、第四部分为导游基础知识。

第三部分包括中国基本情况、各宗教的文化和民俗风情、中国的传统节日、中国烹饪文化、中国传统艺术、中国茶叶与丝绸、中医与针灸的基本情况、中国建筑与园林8个单元。

第四部分为具体的景点介绍。

附录部分增加了第一和第二部分中1~16单元的习题答案和参考译文,可供读者自学时参考使用,使学习更加轻松方便。

本书由苏静、范作为主编,张晓珊为副主编,高瞻为主审。

其中张晓珊编写第一部分;董广宇编写第二部分1~6单元;张美叶编写第二部分7~8单元;朱迪编写第三部分1~3单元;范作为编写第三部分4~8单元和第四部分;刘晶负责音标和附录部分;苏静负责书稿统筹工作;范作为、张晓珊、张美叶负责电子教案及校对。

本书在编写过程中得到了行业人士的帮助,特借此机会向他们表示感谢,由于时间和经验有限,本书若有不足之处,恳请专业和读者多提宝贵意见。

编者2012年10月第1版前言国际旅游的迅猛发展需要大量的旅游从业人员,为了适应国际旅游业的发展对人才的需要,我们本着实用的原则,针对高职高专学生的实际情况,组织从事多年旅游英语教学和英文导游工作的教师编写了本教材。

本书具有三个特点。

第一,语言通俗易懂。

第二,知识与实践统一。

本书不仅知识丰富,而且为读者提供了模拟训练,领略实战的情景,在一定程度上减少了知识与实践脱节的矛盾。

第三,有一定的文化含量,可以使学生积累更多的英文旅游文化知识。

全书共分四个部分,32个单元。

每个单元由若干个专题组成。

本书由苏静主编,冯永红、尹洪佳任副主编。

具体分工如下:王秀芳编写第一部分;范作为编写第二部分;苏静编写第三部分中的前六个单元并负责统稿和校改等工作;冯永红、尹洪佳编写第四部分;崔健书写音标部分并编写第三部分中的后两个单元。

本书由彭海学任主审。

导游英语属于应用性语言范畴,其语言的特殊性和程序标准特征是用语言所无法完全代替的,而导游英语的内容又十分丰富,加之编者水平有限,本书难免有不妥之处,恳请同行和使用者提出宝贵意见

。编者2007年1月

<<导游英语>>

内容概要

《导游英语(第2版)》分为四部分,第一部分为导游服务流程,将从机场接机到送别客人的工作步骤分解为迎接客人、沿途服务、登记入住、讨论行程、就餐服务、景点讲解、结账服务、送客服务8个单元。

第二部分为处理投诉和突发事件,分为处理投诉、处理客人特殊饮食、调整行程、错接、漏接及误接、行李丢失、客人走失、护照丢失8个单元。

第三、第四部分为导游基础知识。

第三部分包括中国基本情况、各宗教的文化和民俗风情、中国的传统节日、中国烹饪文化、中国传统艺术、中国茶叶与丝绸、中医与针灸的基本情况、中国建筑与园林8个单元。

第四部分为具体的景点介绍。

附录部分为第一和第二部分1~16单元的习题答案和参考译文,可供读者自学时参考使用,使学习更加轻松方便。

《导游英语(第2版)》既适合于已经掌握一定旅游基础知识的旅游及外语相关专业的在校学生,也可供对英语导游工作感兴趣、希望加入英语导游队伍的社会人员作为自学和培训教材。

书籍目录

Part Service Procedure Part 1 Unit One Meeting the guest 3 Section 1 Introduction 3 Section 2 Dialogue 4 Section 3 Practice Exercises 5 Unit Two On the way to the hotel 7 Section 1 Introduction 7 Section 2 Dialogue 7 Section 3 Practice Exercises 11 Unit Three Check in at the hotel 13 Section 1 Introduction 13 Section 2 Dialogue 14 Section 3 Practice Exercises 17 Unit Four Talking about the itinerary 19 Section 1 Introduction 19 Section 2 Dialogue 20 Section 3 Practice exercises 22 Unit Five Going out for meals 24 Section 1 Introduction 24 Section 2 Dialogue 25 Section 3 Practice exercises 29 Unit Six On the way to the scenery 31 Section 1 Introduction 31 Section 2 Dialogue 32 Section 3 Practice exercises 36 Unit Seven Check out at the hotel 38 Section 1 Introduction 38 Section 2 Dialogue 39 Section 3 Practice exercises 41 Unit Eight Seeing off 43 Section 1 Introduction 43 Section 2 Dialogues 44 Section 3 Practice exercises 46 Part Handling Complaints and Emergency Part 47 Unit One Handling complaints 49 Case 1 49 Practice exercises 51 Unit Two Handling special dietary requirements 53 Case 2 53 Case 3 54 Practice exercises 56 Unit Three Handling the adjustment of the itinerary 1 () 58 Case 4 58 Case 5 59 Practice exercises 61 Unit Four Handling the adjustment of the itinerary () 63 Case 6 63 Practice exercises 64 Unit Five Incident of meeting the guests 66 Case 7 66 Case 8 67 Case 9 68 Practice exercises 69 Unit Six Missing luggage 71 Case 10 71 Case 11 72 Practice exercises 76 Unit Seven Missing tourists 77 Case 12 77 Case 13 78 Practice exercises 79 Unit Eight Missing travel certificate 81 Case 14 81 Case 15 82 Practice exercises 84 Part Chinese Society and Culture Part 87 Unit One Basic information of China 89 Basic information of China 89 Unit Two Main religion in China 91 Lesson one Buddhism, Confucianism and Daoism 91 Lesson two Islam and Christianity 94 Unit Three Traditional Chinese festivals 97 Lesson one The Spring Festival 97 Lesson two The Mid-autumn festival and the dragon boat festival 98 Unit Four Chinese cuisine 101 Lesson One The Art of Chinese cooking 101 Lesson Two Chinese snacks 103 Unit Five Chinese Arts 108 Lesson One Arts and crafts 108 Lesson Two Chinese calligraphy 112 Lesson Three Peking opera 114 Lesson Four Wushu and Qigong 116 Unit Six Tea and silk 120 Lesson One Tea culture 120 Lesson Two Chinese silk 123 Unit Seven Traditional Chinese medicine and acupuncture 125 Lesson one Traditional Chinese medicine 125 Lesson Two Acupuncture 127 Unit Eight Ancient Chinese architecture and garden 130 Lesson one Architecture in ancient China 130 Lesson Two Chinese garden 133 Part Practical Writing and Training Part 137 Unit One Tour of Chinese imperial palace 139 Lesson One How to describe Chinese imperial palace 139 Lesson Two A virtual tour to the mysterious palace complex 141 Unit Two Tour of temples 145 Lesson One How to describe Chinese buddhist temple 145 Lesson Two A virtual tour to the Chinese buddhist temple 147 Unit Three Tour of Chinese imperial mausoleum 151 Lesson One How to describe Chinese imperial mausoleum 151 Lesson Two A virtual tour to Chinese imperial mausoleum 153 Unit Four Tour of Chinese gardens 157 Lesson One How to describe Chinese garden 157 Lesson Two A virtual tour to Chinese garden 159 Unit Five Tour of Chinese ancient fortification 163 Lesson One How to describe Chinese ancient fortification 163 Lesson Two A virtual tour to Chinese ancient fortification 165 Unit Six Tour of mountains 169 Lesson One How to describe mountains 169 Lesson Two A virtual tour to mountains 171 Unit Seven City tour 174 Lesson One How to introduce a Chinese city 174 Lesson Two A virtual tour to Chinese city 175 Unit Eight Tour of lakes and rivers 180 Lesson One How to describe Chinese water-related scenic spots 180 Lesson Two A virtual tour to Chinese lakes and rivers 182 附录 185 参考文献 193

章节摘录

版权页： Case 15 During the free time, the tourists from Hong Kong went around the city by themselves, but when they came back, one tourist found that his wallet disappeared, there was a little money inside, but his laissez-passer was inside too, he was very upset and worried, and he went to the tour guide to ask for help. How could the guide do to help him? Analysis While being told about this, the tour guide should help the tourist calm down² and assist him in remembering whether he had put his wallet in the room or somewhere else or left it to someone else. And the guide should help him look for the laissez-passer at the possible places, such as the restaurant, the room, the bus and so on. If the loss is confirmed, the guide should report this to the travel agency, and the tourist should report his loss to the local Public Security Bureau with the testimonial made by travel agency. After the loss is confirmed, he will be given the exit pass³ of the People's Republic of China issued by the office in the charge of entry and exit under the Public Security Bureau. But the pass is valid for one time use only. Dialogue 1 G: guest T: tour guide G: I'm sorry to bother you, Jenny. But I've met a big trouble! I really don't know how to do, could you help me? T: Take it easy. What happened? G: I...I couldn't find my passport! I saw it yesterday, but this morning when I got up and wanted to pack up my luggage, I couldn't find it anywhere! That's very important for me, you know. T: Yes, I know. But can you recall now? Maybe you forgot leaving it to your roommate or your friends? Maybe you have left it under your pillow? Don't be so nervous, I'll help you, but you'd better keep calm now. G: No, I didn't leave it to anybody. That's so important, it is impossible for me to leave it to anybody else. I do have the habit to put it under my pillow, but just now I have checked, it was not there.

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>