

<<旅游英语>>

图书基本信息

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作者：李燕，徐静 主编，孙蓉，伍光琴 副主编

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前言

随着我国旅游事业的飞速发展，旅游市场对旅游服务与管理人才的素质提出了更高的要求，这对旅游英语专业教学是一个严峻的挑战。

我们迫切需要培养出既通晓旅游管理专业知识，又具备英语交际能力的旅游服务及管理人才。

本书旨在为全国的旅游市场培养出更多更好的旅游专门人才，以满足不断扩大的市场需要。

作为湖北省省级精品课程“旅游英语”的主干教材、“十一五”规化课题“高职高专旅游英语教学模式研究”的成果之一，在编写过程中，我们结合中国旅游市场的发展与职业的实际需要，体现了“教学内容职业化，课程结构模块化，实际操作标准化，顶岗实习规范化”的高职高专旅游英语教学模式。

根据旅游接待流程，我们将教材内容分为十七个服务情景，以岗位工作环境为情境，以岗位职业语言为素材，包括旅游咨询，预订客房，客房服务，餐饮服务，通信服务，会议服务，宴会服务，消遣服务，地陪服务，参观游览，景点介绍，旅游购物，解决投诉，应对难题，退房服务，传统节日，旅游广告等内容。

每个单元由“单元目标”、“背景知识”、“实训材料”、“词汇扩展”和“导游须知”五个模块组成。

同时涵盖听、说、读、写的基本训练。

本书配有对话和听力理解部分的录音，如有需要，可从清华大学出版社网站下载。

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内容概要

本书为高职高专系列教材之一，共十七个单元，主要包括：旅游咨询，预订客房，客房服务，餐饮服务，通信服务，会议服务，宴会服务，消遣服务，地陪服务，参观游览，景点介绍，旅游购物，解决投诉，应对难题，退房服务，传统节日，旅游广告等内容。

每个单元由“单元目标、背景知识、实训材料、词汇扩展和导游须知”五个模块组成。

每个单元一个主题，同时涵盖听、说、读、写基本训练。

本教材构思独特，内容新颖，实用性强，使用面广。

突出了“以典型工作任务为逻辑主线落实教学内容”的特点。

可供高职高专及以上水平的旅游英语专业及旅游管理专业教学使用，也可作为旅游企业服务与管理从业人员的培训教材。

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章节摘录

插图：Extraordinary Tibetan Adventures Tibet, used to be the mysterious, legendary and unknown Roof of the World, hidden and almost unreachable behind the highest mountains in the world, can be easily reached today from Chengdu, the capital of Sichuan province to Lhasa. This is the safest way for visitors to travel to Tibet. The Himalayas are the youngest folded mountains in the world. Before the south Indian land mass began to shift northwards about 40 million years ago, the Tethys Ocean, one of the largest oceans in the history of the earth occupied the area. Today, the Tibet-Qinghai Plateau is at an average altitude of 4,000 meters, the most elevated plateau on earth, covering 25 percent of the entire Chinese territory. The Tibetans have been nomads for centuries, crossing the highland pastures in the south with their herds of sheep, goats and yak. In contrast, the north is an uninhabited desert. Today, 2.2 million people live in the autonomous region of Tibet, of whom about 1.7 millions are Tibetans. Tibetans also live in Qinghai, Sichuan and Yunnan provinces. Tibet Adventures allow you to experience the way of life, culture, history, and spectacular scenery unique to this part of China. It is said that visiting Tibet, the "Roof of the World", is as much a state of mind as a destination. Tours include visiting cities such as Lhasa known as the "City of the Sun" and Xigaze (Shigatse) where you will see beautiful palaces and cliff top monasteries, and attending colorful bazaars and relaxing in the beautiful Himalayan Mountains. Tibet tours can be combined with other China travel or booked as an excursion out of Hong Kong or other cities of the Orient to add a little pleasure with your business travel. Travel the Ancient Silk Road of China This ancient trade route starts in the old capitals of Luoyang and Xi'an, and reaches the Yellow River at Lanzhou, follows along the "Gansu Corridor" and stretches along the edge of deserts and mountains. Before the discovery of the sea route to India, the Silk Road was the most important connection between the Orient and the West. The Silk Road experienced its last great era during the time of Mongols, when the entire route from China to the Mediterranean was part of one empire. At that time, Nicolo and Marco Polo traveled from Kashgar to the Far East along the southern route. The overland link quickly lost its importance as trade across the seas developed. Today it has been replaced in China with the railway line Lanzhou-Hami-Urumqi. The trade route was never known as the Silk Road historically. It was given the name by a German geographer Ferdinand Freiherr von Richthofen. Silk Road tours allow you to step back into the 13th century as you visit the cities of the legendary silk traders and monks. Travel through deserts where silk traders have travelled for thousands of years. You can discover the ancient mysteries of the Silk Road including bazaars where merchants haggle over camels and carpets, where you can meet the nomadic minorities of China, and attend music, dance and artistic performances.

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