

<<旅游英语>>

图书基本信息

书名：<<旅游英语>>

13位ISBN编号：9787310011629

10位ISBN编号：7310011627

出版时间：2004-1

出版时间：南开大学出版社

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页数：375

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内容概要

《旅游英语（高级）》是国内首本集旅游英语实用口语、旅游英语专业文献阅读、旅游管理专业英中文口笔翻译、旅游应用文写作于一体的综合性专业教材，适用于旅游管理专业高年级学生、旅游业管理人员、旅游英语自学人士。

全书共分21课，每课均有中英交际文化对比、中英语言对比、中英口笔翻译技巧对比、英语写作知识等方面的介绍短文。

本教材力求做到基础与专业相结合、知识与技能相结合，介绍国际旅游新动态，全面提高学生旅游英语综合交际能力，培养旅游业跨世纪人才。

对于使用本教材的旅游管理专业本科英语教师，编者建议：切勿机械地采用传统的精读课或四、六级统考的教学方法来讲授本教材，而应根据本校旅游管理专业的培养目标、旅游业的实际发展状况、学生的英语水平以及对旅游业现状的了解程度和实际需要，来确定本教材的使用时间长度；灵活地使用本教材，在教学中对本教材的各种内容进行适当的删减或增加，特别多练，充分发挥学生的主观能动性，让学生多读、多想、多做，以全面提高学生的英语实际应用水平。

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章节摘录

It is sometimes debated whether there truly exists a travel industry in the sense of a distinct group of enterprises such as the steel, automobile, or electronic industries. Part of the problem is that the term industry is more commonly identified with manufacturing and production-based enterprises, and the other part of the problem is that the travel industry is not one industry, but, in reality, a collection of businesses all selling travel-related services. The general public is likely to be more familiar with each component of the travel industry, that is, the airline industry, the hotel industry, the restaurant industry, or the entertainment business, etc. The individual industries also do not necessarily act together as an integrated group and very often have conflicting views among themselves. In addition, there are businesses involved that serve both travelers and residents with respect to eating, shopping, recreation, and entertainment. However, ever since the 1960s, more and more people have begun to view travel as an industry, rather than as a miscellaneous collection of transportation companies. Moreover, with the billions of dollars in income it generates, travel can certainly be categorized as an industry. The travel industry comprises thousands of diverse organizations and businesses that are involved directly or indirectly in producing and providing products and services for travelers. These businesses range in size from small companies to multinational corporations, and are categorized by some as direct providers, support services, and developmental organizations. The first category, direct providers, includes businesses typically associated with travel, such as airlines, hotels, ground transportations, travel agencies, restaurants and retail shops. These businesses provide services, activities, and products that are consumed or purchased directly by the travelers. They tend to reflect those sectors of the travel industry that are visible to the travelers. Below the surface of direct providers lies a large variety of businesses lending support to direct providers. These support services include specialized services, such as tour organizers, travel and trade publications, hotel management firms, and travel research firms, and basic supplies and services, such as contract laundry and contract food service.

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