

<<旅游客源国文化>>

图书基本信息

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## &lt;&lt;旅游客源国文化&gt;&gt;

## 前言

进入21世纪,中国的旅游业异军突起,蓬勃发展,越来越多的国外游客涌入中国,渴望了解古老的中华文明,富裕起来的中国人也热切地希望走出去,了解世界。

然而,我国高素质的旅游从业人员数量有限,在一定程度上阻碍了我国旅游业的发展。

因此,需要培养高素质的旅游专业人才,有效地与国际接轨,而这又要求必须重视并提升旅游专业外语教育水平。

“当代大学生旅游英语系列丛书”在汲取了现有旅游英语教材精华的基础上,力图更为系统地对旅游业所涉及的内容以一个全新的视角编撰。

本系列丛书包括《酒店英语》、《旅游英语》和《旅游客源国文化》三册,语言难度上由易到难,从初、中级阶段的《酒店英语》和《旅游英语》渐进到高级阶段的《旅游客源国文化》,教学内容丰富翔实,信息量大,具有强烈的时代感。

“当代大学生旅游英语系列丛书”之《酒店英语》根据现代酒店的运营模式,以酒店的主营业务为主要线索,兼顾旅游者在旅行中对酒店业的认识,将内容分为5个部分,28个单元,7个模块。

本书从认识酒店的概况入手,以对话、场景模拟练习为主,对酒店主要部门,比如前厅部、客房部、餐饮部等进行业务介绍,具有知识性、可读性和实用性。

同时,加入知识链接部分,增加了趣味性。

“当代大学生旅游英语系列丛书”之《旅游英语》精选了中国16个最具特色的旅游目的地的相关内容作为16个单元,每个单元分成4个模块:以“吃、住、行、游、购、娱”为特色的“听与说”模块;介绍代表性景点的“篇章阅读”模块;介绍相关人文历史风俗的“文化背景”模块;介绍旅游和常用应用文写作的“实用写作”模块。

4个模块兼具知识性、可读性、趣味性和实用性,旨在提高旅游专业学生的专业英语实际运用能力,打好坚实的旅游会话基础,拓宽知识面,增强其成功就业的信心,提高其轻松从业的能力。

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### 内容概要

《旅游客源国文化》一书介绍了当今世界主要的旅游客源国的文化资讯，涉及自然风光、人文景观、政治经济、文化艺术、饮食特色、社会风俗、宗教信仰、公共节日、文化名城、旅游娱乐胜地等各个方面，这些内容不但对读者知识面的拓宽有很大帮助，而且有助于旅游从业人员接待外国游客时更好地交流。

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插图：If you go to only one place in all of Japan, Kyoto should be it. Not only is it the most historically significant town in the nation, this former capital was also the only major Japanese city spared from the bombs of World War II. As such, it's rife with temples, shrines, imperial palaces, and traditional wooden homes. In nearby Nara, another former capital—one even more ancient than Kyoto—is Japan's largest bronze Buddha and more historic temples. As your Shinkansen bullet train glides toward Kyoto Station, however, your first reaction is likely to be great disappointment. There's Kyoto Tower looming in the foreground like some misplaced spaceship. Kyoto Station itself is strikingly modern and unabashedly high tech, looking as though it was airlifted straight from Tokyo. Modern buildings and hotels surround the station on all sides, making Kyoto look like any other Japanese town. In other words, as Japan's seventh largest city with a population of about 1.5 million, Kyoto hasn't escaped the afflictions of the modern age. Yet it has always led a rather fragile existence, as a look at any of its temples and shrines will tell you. Made of wood, they've been destroyed through the years by man, fire and earthquake and have been rebuilt countless times. Come and explore—you'll soon understand why Kyoto is considered to be Japan's most romantic city despite modernization.

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