

<<旅游英语应用教程>>

图书基本信息

书名：<<旅游英语应用教程>>

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内容概要

《旅游英语应用教程》以功能（意念）教学法为指导思想，结合旅游业中“吃、住、行、游、购、娱”六大要素，将内容分为相应的六个模块。

全书以此为框架，以旅游活动为主线，创设情景对话，精选相关文章。

对话强调功能性、真实性，文章则突出知识性、实用性，每个模块未设计了相关的写作练习。

《旅游英语应用教程》课件中带有相关的“突发事件及其应急方法”及导游实务的问答，并附有课后练习答案。

《旅游英语应用教程》内容突出旅游英语教材的实用性和实践性原则，力求真实展现旅游业各环节的知识和技能，培养旅游英语交际能力，体现旅游英语学习和教学特征。

《旅游英语应用教程》可作为旅游管理专业高年级学生、外国语学院旅游英语专业学生的教学用书，也可作为导游证书考试培训教材。

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书籍目录

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章节摘录

版权页 : China' s tourism started relatively late, but it is better than the tourism resources of many countries that tourism is well-developed. China' s huge amount of cultural relics, its quiet and beautiful scenery known far and wide, the splendour of its ancient art and culture, its traditional multi-national arts and crafts and food of various local recipes, have attracted foreign visitors for a long time. However, as tourism has just developed, China is lacking in sufficient transportation and facilities. In addition, we still have a lot of problems to be solved in the management of tourism, in the quality of service and in the quality of English level of guide and in the interpreters. With all these problems gradually settled, China' s tourism will surely advance to a high stage of development along the unique Chinese pattern. In fact, guide and interpreters are in direct service of foreign visitors. The quality and service play a decisive role in the development of tourism industry. "SERVICE" according to international concept contains 7 meanings involved in the acronym. "S" stands for SMILE meaning that the tour guide should provide smiling service. In other words, the tour guide is supposed to smile while rendering service to the tourist; "E" represents EXCELLENT which indicates that service should be performed in an excellent way; "R" symbolizes READY which shows that the tour guide is constantly ready to serve the tourist; "V" stands for VIEWING which indicates that each tourism should be treated as a distinguished guest with his or her special needs; "I" shows INVITING which means that the tourist will want to return after she or he leaves the host country; "C" stands for CREATING which shows that the tour guide should create an amiable and harmonious environment for the tourist; and last but not least "E" indicates EYE which means each tour guide pays a close attention to the tourist with keen observation, foresee needs and provides in-time service to make the tourists feel that they are carefully and constantly concerned. Therefore,

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编辑推荐

《旅游英语应用教程》是高等学校旅游管理专业应用型本科系列教材。

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