

<<新编旅游英语>>

图书基本信息

书名：<<新编旅游英语>>

13位ISBN编号：9787307054103

10位ISBN编号：7307054108

出版时间：2003-9

出版时间：武汉大学出版社

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页数：220

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### 内容概要

本书是集旅游英语专业文献阅读、旅游专业英语中口笔译技巧、旅游英语应用文写作于一体的综合性专业教材。

本书内容丰富，不仅向读者提供了实用性较强的旅游英语学习内容和参考资料，而且操作性强，时代气息浓郁。

## 书籍目录

Part I Unit 1 China Text A Facts About China Text B The Offspring of The Dragon Comprehensive Reading The History of China Unit 2 People in China Text A Chinese Language and Character Text B Chinese Names Comprehensive Reading Chinese Folklore Unit 3 Realities of Modern China Text A Technology in China Text B WTO Changes Lives in China Comprehensive Reading The Changing of Spending Habits Unit 4 Chinese Cuisine Text A Chinese Food Text B Chinese Tea Comprehensive Reading Food Etiquette Unit 5 Architecture and Gardens Text A The Art of Classical Chinese Gardens Text B Architecture Comprehensive Reading Fengshui Unit 6 Chinese Literature and Arts Text A Golden Treasury of Chinese Lyric Text B Chu Culture Comprehensive Reading Calligraphy , Seal-cutting and Chinese Painting Unit 7 Chinese Handicrafts Text A China's Folk Crafts Text B Silkworm-Breeding Comprehensive Reading Tujia Brocade Part II Unit 8 Non-Verbal Communication Text A Non-verbal Communication Text B People and Color Comprehensive Reading Eye Contact Unit 9 The Sports Text A The Olympic Games Text B Wushu--Chinese martial arts Comprehensive Reading Taijiquan--Supreme Ultimate Fist Unit 10 Traditional Chinese Medicine Text A Traditional Chinese Medicines Theoretical Framework Text B Acupuncture Comprehensive Reading Qigong Unit 11 Family and Marriage Text A Chinese Marriage Customs Text B Marriage Customs of Minorities Comprehensive Reading Modern Marriage Unit 12 Chinese Entertainment Text A Beijing Opera Text B Chinese Acrobatics Comprehensive Reading Traditional Chinese Musical Instruments Unit 13 Public Relations Text A How to Influence the Public Text B Handling Complaints Comprehensive Reading Trust Unit 14 Highlights in China Text A The Three Gorges Project Text B Qufu Comprehensive Reading The Splendid Shennong River Valley 附录练习答案参考书目

#### 媒体关注与评论

本书选题广泛，紧扣教育部颁发的高等院校旅游管理专业教学指导计划，并注重理论阐述与实际案例分析相结合，既考虑到国内外旅游业发展的现实需要，又注重理论研究的超前性和未来旅游业发展的宏观态势；既系统总结了旅游学科发展的研究现状和取得的研究成果，又指出了不同研究内容的未来发展方向；既注重使读者易于掌握研究的理论和方法，又兼顾技能的培养，体现系统、创新、前瞻、实用的特色。

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