

<<旅游英语>>

图书基本信息

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内容概要

本教材主要是为旅游管理专业两年或三年制专科学生，以及旅游职业技术学校学生编写的。我国旅游教育有现状是，本科教育侧重理论素质培养，而专科教育则着重学生的实际操作技能的训练。

考虑到这一点，在本教材内容方面，编者在总共16课的课文中着重地、较详细地介绍旅游行业中的饭店业、餐馆业、旅行社业务，以此突出本教材的实践性操作性的特点；在英语口语实践方面，努力使内容贴近生活，采用地道纯正的美国英语口语；在课外读物中，使用比较浅显的语言介绍世界各个旅游客源国丰富多采的人文地理、风土人情、旅游须知等方面的知识；在语言难易程度方面，力求贴近专科学生的实际英语水平，作到浅显易懂，实用性强。

所以本教材与编者旅游管理专业本科高年级学生编写的《旅游英语》，不论在对象、内容、语言、体例等方面均不相同，请教师与学生选用这两本教材时务必注意。

本教材在编排上侧重阅读和口语练习，语言难度保持在《大学英语》二、三级的水平。本教材可作为旅游管理专科以及旅游职业学校学生基础英语课的补充或提高之用，亦可供有一些英语基础的旅游从业人员自学旅游英语之用。

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章节摘录

Tourism is now generally regarded as one of the most important economic, social and cultural influences of modern times. As one of the largest and the fastest growing industries, tourism is a large and dynamic business in the whole world. Take China for example, its international tourism receipts were 12,074.14 million in US dollars and international arrivals rose up to 7.428 million in 1997. Moreover tourism has been one of the fastest growing industries in the world. Indeed, the growth rate of tourism has generally exceeded that for the worldwide economy. According to the statistics released by WTO, receipts from international tourism have increased by an average of 9 percent annually for the past 16 years to reach US \$423 billion in 1996. And during the same period, international arrivals rose by a yearly average of 4.6 percent to reach 594 million in 1997. WTO forecasts that international arrivals will top 700 million by the year 2000 and one billion by 2010. Like wise, earnings are predicted to grow to US \$ 1,550 billion by 2010. Sometimes it seems as though a new resort area, a new hotel, or a new theme park springs up every day. Since tourism necessarily involves travel, a tourist is usually defined as a person who is visiting some place other than his usual residence for more than 24 hours. A tourist is distinguished by the length of his trip from an excursionist, who is away from his usual residence for less than 24 hours. The question of purpose, however, also must enter into the definition of tourism. Many people, especially those on holiday, travel entirely for the purpose of recreation or pleasure. Some people travel for reasons of health. Other people travel to visit friends and relatives, a reason that has become more important because of increased mobility throughout the world. Still others travel in order to educate themselves in accordance with the old precept that travel is broadening of one's mind and experience. All of these people are generally considered tourists since the primary reason for their trips is recreation. Most tourist statistics also include people who are travelling on business. Among them are businessmen and government officials on specific missions, as well as people attending meetings or conventions. Another kind of business travel is the incentive trip. A bonus or reward is given, for example, to a salesman who has exceeded his sales quota. Many people among those travelling on business often combine pleasure with their work. They also use the same transportation, accommodations, and catering facilities as the holiday tourists.

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