

<<酒店英语>>

图书基本信息

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内容概要

王琳等编著的《酒店英语》根据目前大学生的实际英语水平和专业需要,从饭店业管理涉及的各个方面出发,以饭店组织管理、餐饮业、住宿业、市场营销管理、财务信息管理、人力资源开发策略、饭店危机管理和饭店发展前景八大模块为主题,共计十六个单元。

每个单元包括“阅读”、“模拟写作”和“幽默小故事”三部分。

第一部分为“阅读”,包括两篇文章,内容编排结合理论与实际案例。

第一篇文章侧重饭店管理知识和前沿管理理论的介绍,适于深度阅读;第二篇文章为相同主题的扩充,适于快速阅读或补充阅读。

每篇文章前面安排有热身练习,以激发学生的阅读兴趣和相关知识;后面安排阅读理解练习,以综合巩固学生的饭店管理知识,旨在从理论和实践两方面提供饭店管理专业知识的同时,提高学生的英语阅读和翻译能力。

第二部分为“模拟写作”,旨在培养学生参照范例拟写和翻译与饭店业相关的英语应用文的能力;第三部分为“幽默小故事”,旨在营造轻松的学习氛围,培养学生的幽默感。

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