

<<新活力旅游英语>>

图书基本信息

书名：<<新活力旅游英语>>

13位ISBN编号：9787811105940

10位ISBN编号：7811105942

出版时间：2009-7

出版时间：安徽大学出版社

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页数：215

字数：320000

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内容概要

本教材的主要对象是高职高专旅游专业及其他相关专业的高年级学生。

目前国内现有的旅游英语教材大多侧重于阅读、口语或应用文写作等方面。

我们根据教学实践中遇到的问题，编写了这本旨在培养学生多方面语言技能的教材。

教材的选材涉及旅游行业的许多方面，例如，海关、交通、宾馆、餐饮服务、购物、观光等。

书中包含了旅游行业常用英语词汇和表达方式。

我们的目的是培养学生实际应用英语的能力，使他们能够在旅游行业的相关语境中进行一般的听、说、交际，借助词典阅读有关文章，并具有初步的写作和翻译能力。

根据教育部高等教育司2000年10月颁布的《高职高专教育英语课程教学基本要求》，学生在一、二年级已经完成了公共英语的学习，认知了3400个英语单词（A级）或2500个英语单词（B级），掌握了基本的英语语法规则，具有一定的听、说、读、写、译的能力。

在此基础上，通过本教材的学习，学生将掌握旅游行业的英语词汇和表达方式，并在听、说、读、写、译等方面有进一步的提高。

本教材信息量大，练习题型丰富。

教师在教学中可以根据学生的情况及课时数等作适当删减。

全书共10单元。

每单元大致围绕一个主题展开，由两个部分组成。

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插图：The first recorded powered, piloted flight took place in 1903 when the Wright Flyer - the Wright brothers' plane - flew a short distance at Kitty hawk fields. Although it was not then known, air transportation was to become extremely important to the development of international tourism, particularly influencing travel patterns. A significant aspect of the development of the airline industry has been a steady reduction in the cost of travel, making this a more competitive form of transport for tourists. This was, in part, a result of improved technology. As aircraft became larger and faster, they could carry more passengers at lower costs. Technical developments also meant that airlines upgraded their fleets making available second-hand aircraft in good condition and at low cost to other airlines including charter carriers. There are approximately 1,200 scheduled airlines in the world with some 300 operating on international routes. These are a variety of different sizes of airline from those carrying less than 10,000 passengers a year to major carriers serving in excess of 80 million passengers a year. Despite the scale of the industry, there remains much opportunity for further development particularly in areas of the world where international leisure travel markets have yet to be created. The air transport industry now caters for 1.5 billion passengers a year, employs approximately 1.7 million people and generates some \$ 300 billion in revenue. The industry has consistently grown at a very fast rate over the past 50 years. Indeed, the only time during this period that world air traffic has fallen was in 1991 when a 3 per cent drop resulted from economic recession, the Gulf War and threats of international terrorism directed at commercial aviation. In Europe alone world passenger traffic in terms of passenger-kilometers performed by scheduled airlines of International Civil Aviation Organization (ICAO) contracting states, grew from 428.2 billion to 549.3 billion between 1985 and 1995.

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