

<<旅游英语>>

图书基本信息

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前言

众所周知，中国旅游业正呈迅猛发展之势，其中外国旅客入境游是一支令人不可忽视的生力军。

据统计，在全球旅游业排行榜上，我国接待海外旅游者人数已位居第五。

随着我国加入WTO，海外旅客入境游这把火将越燃越旺，而北京成功申办2008年奥运会，又将带来海外旅客入境游的另一个明媚春天。

入境游的迅猛发展，增加了对既熟悉导游业务又有着良好沟通能力的英语导游及旅行社咨询人才的需求，高职高专旅游专业正是培养这种实用型人才的园圃；同时要培养出适合市场需求的高质量人才，就必须有合适的高职高专《旅游英语》教材相配合。

然而，据调查，目前市场上此类教材均存在着一些不足，无法满足培养高水平涉外导游的需求。

综括其不足，主要有以下几个方面：一、版本陈旧，新内容缺乏。

书中仅限于对旅游基本常识，如旅游资源、社会与文化等的概括介绍和一些旅游景点的概述，缺乏与时代联系紧密的新知识，如电子商务、网上购物等，尤其欠缺旅游活动中实用性英语交流的知识点，应用性不强。

二、趣味性欠缺，知识点松散，不利于激发学生学习兴趣，因而不利于学习和掌握。

三、课后没有根据市场需求补充旅游活动中可能用到的词汇或相关知识，如：菜肴、日常生活用品等的英文表达法，缺少实用旅游英语相关知识的练习，起不到巩固作用。

本着培养旅游业合格人才的目的，我们编写了这本新的《旅游英语》教材，本书在一定程度上弥补了上述缺陷，将实用性、趣味性、时代性和条理性融为一体，实现了学与用的最佳结合，且随书附助学光盘，使教学内容更趣味盎然，有助于提高学生的学习热情，增强学习效果。

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内容概要

本书是教育部“新世纪高职高专教育人才培养模式和教学内容体系改革与建设”项目成果，是由教育部高职高专教育专业教学改革试点院校教师编写的。

本书主要包含从接站到送站整个导游服务过程中所涉及到的日常会话、词汇、短语、常用表达方式、导游服务建议、与特定导游环节相关的练习和知识补充等。

鉴于条理明晰的需要，除作为背景介绍的Pre-unit外，全书其他单元均被分为五大部分：热身练习、教您做导游、学习助手、巩固您的导游技能和供您参考。

本书将实用性、趣味性、时代性和条理性融为一体，实现了学与用的最佳结合。

同时随书附助学光盘，使教学内容更趣味盎然，有助于提高学生的学习热情，增强学习效果。

本书可作为高等职业院校、高等专科学校、成人高校、本科院校高职教育旅游专业及其他相关专业的教学用书，也可供五年制高职院校、中等职业技术学院相关专业学生使用，并可作为旅游从业人员和广大旅游爱好者的参考读物。

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章节摘录

插图：Only the most important ceremonies were held in the Hall of Supreme Harmony —— the enthronement of an emperor; celebration of the first day of the New Year; Spring Festival (from the first to the fifteenth of the first lunar month) ; the emperor's birthday; announcement of successful candidates in the imperial examinations and proclamation of imperial directives. The next building in the north is the Hall of the Complete Harmony constructed under Emperor Yongle in 1420. Here the emperor would rest before attending to business in the Hall of Supreme Harmony. Each year, the day before going to offer sacrifices, he would come here to review the text of the sacrificial prayers. Ceremonies for receiving tribute, memorials to the throne and congratulatory documents were also rehearsed here. The Hall of Preserving Harmony was also built in 1420. In the Qing Dynasty, the emperors held annual feasts here on New Year's Eve and on the 15th day of the first lunar month. Nobility of various national minorities and important civil and military court officials came in attendance. The final imperial examination was moved here from the Hall of Supreme Harmony during the reign of Emperor Yongzheng (1723——1735). The Gate of Heavenly Purity (Qianqingmen) stands as the main entrance to the " Inner Palace, " Qing emperors sometimes held court and seated on a throne in front of this gate. The northern half of the Imperial Palace, the " Inner Palace, " begins here with a dizzying succession of exquisite courtyards, halls, towers and pavilions. The Palace of Heavenly Purity (Qianqinggong) , the Hall of Prosperity (Jiaotaidian) and the Hall of Earthly Peace (Kun-ninggong) are known collectively as the " Three Rear Palaces " (Housanggong) . From the Ming up through the time of Emperor Kangxi in the Qing Dynasty, the emperors lived in the Palace of Heavenly Purity and the empresses in the Hall of Earthly Peace. Later, the Palace of Heavenly Purity was used for holding audience with courtiers and foreign diplomats, and the Hall of Earthly Peace for offering sacrifices to the gods. The Hall of Prosperity is a small ceremonial hall. During the reign of Emperor Qianlong (1736——1796) , the 25 major imperial seals were kept here. They remain on display along with a chiming clock and a classical style water clock (clepsydra) made in 1745.

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编辑推荐

《旅游英语》：在全球旅游业排行榜上，我国接待海外旅游者人数已位居第五。也就是说，中国旅游业正呈迅猛发展之势，其中外国旅客入境游是一支令人不可忽视的生力军。入境游的迅猛发展，增加了对既熟悉导游业务又有着良好沟通能力的英语导游及旅行社咨询人才的需求。

《旅游英语》不仅限于对旅游基本常识，如旅游资源、社会与文化等的概括介绍和一些旅游景点的概述，还结合实际发展情况，补充了许多新的知识点：如电子商务、网上购物等，将实用性、趣味性、时代性和条理性融为一体，实现了学与用的最佳结合，且随书附助学光盘，使教学内容更趣味盎然，有助于提高学生的学习热情。

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