

<<英语导游基础教程>>

图书基本信息

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前言

中国经济的快速发展、2008年北京奥运会的成功举办以及2010年上海世博会的即将开幕，为旅游业的全面振兴提供了便利条件，也提出了巨大的挑战。

据估计，目前国内导游从业人数超过30多万，但外语类导游所占比例远远不足以满足市场需求，高素质外语导游更是乏善可陈。

另外，顺应市场的需求，一些外语专业院校将外语与专业方向挂钩，专业旅游英语受到许多英语专业和旅游专业学生的青睐。

为了满足这些需求，结合当今市场对导游人才在知识及能力方面的需求，以及编者在实践教学过程中的具体操作及经验，特编著此书，以飨读者。

本书共12个单元和14个附录。

前4个单元分别对中国旅游、中国历史、中国文化知识以及中国旅游资源加以介绍。

后8个单元根据国家质量监督检验检疫总局颁布的旅游资源分类，对8大类旅游资源分别进行了分析讲解，主要内容包括：地文景观、水文景观、生物景观、天气与气候景观、遗址遗迹、建筑设施、旅游商品和人文活动。

每个单元针对英语导游考试所涉及的基础知识用英文系统地加以介绍，并辅以必要的图片解说和汉语解释，以便于读者更好地理解 and 巩固所学的知识。

附录部分是导游考试需要了解的基本知识。

为了便于读者查阅，其内容包括中国各省市旅游资源列表、国家级历史文化名城、国家5A级景区、国家级重点风景名胜区、国家级自然保护区、国家级森林公园、国家级地质公园、国家级湿地公园、国家级矿山公园、国家级水利风景区、中国珍稀植物、国家级一类保护动物、国家级二类保护动物以及中国濒危珍稀动物。

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内容概要

本书以导游基础考试大纲中的基本考点为基础，结合具体实践教学过程中的操作经验，依据对高等院校英语专业和旅游专业学生的培养目标、知识结构和实际应用能力的要求，系统地介绍了中国的历史地理、民风民俗、风物特产、自然与人文景观、古代遗址遗迹、古代建筑设施和宗教信仰等内容。

本书主要适用于旅游及英语相关专业的大中专在校学生或从业者，也可作为导游资格考试培训教材使用，同时也可供广大旅游及英语爱好者参考。

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章节摘录

插图：According to the World Tourist Organization (WTO), tourists are those who travel and stay in places outside their usual environment for no more than one consecutive year for leisure, business and other purposes unrelated to the exercise of an activity remunerated from or within the place visited. Mathieson and Wall (1982) initiated a good working definition of tourism as "the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs." As a matter of fact, tourist activities can be dated back to the end of the primitive society, when people began to go outing for the exchanges of products or goods, besides those who migrated for livings. With the appearance of private property, people traveled for business. In the feudal society, tourist activities developed rapidly and expanded in a large scale, such as "the Grand Tour" (It was the traditional travel in Europe mainly by upper-class young people from the 1660s to 1840s), emperors' or nobles' tours, tours of men of letters, and pilgrimages. Strictly speaking, these activities, however, were not travels because business was the main purpose instead of leisure. In the 19th century, the Industrial Revolution accelerated the development of society, economy, and science and technology; especially locomotives were invented, which made it possible to travel in a large number or scale. In 1845, Thomas Cook initiated to establish the first travel agency in the world, which officially marked the beginning of tourism industry in modern times. Since then, mass travel took on a new phase because of free time, paid vacation, personal disposable income and the development of tourism resources.

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编辑推荐

《英语导游基础教程》特色：《英语导游基础教程》是导游从业人员的入门教材，用英文全面涵盖了《（全国）导游基础》的相关内容，主要供旅游及英语相关专业的大中专在校学生或从业者以及导游人员资格考试培训使用。

主要目的是让学生理解各种旅游基础知识，并在掌握相关旅游知识的基础上能够准确有效地传播中国的旅游文化。

《英语导游基础教程》在“全国导游基础知识”（导游考试必考科目）的基础上，对中国的历史地理、民风民俗、风物特产、自然与人文景观、古代遗址遗迹、古代建筑设施、宗教信仰等用英文系统地加以介绍，并辅以必要的图片解说。

每章都有配套练习，以备读者巩固所学知识。

《英语导游基础教程》覆盖面广，注重实用性和典型性，语言简明易懂，专业用语有汉语注释，并附有必要的图片以帮助读者直观便捷地理解知识。

书中的专业用语及知识经过与多位外教及旅游英语专业教授的切磋和审定，因而无论在具体操作还是在教学方面都有重要的价值，具有权威性、可读性与可操作性。

理论与实践相结合，确立实施培养应用型旅游人才的教育目标，每一章都配有复习思考题和相关图片，配备丰富的免费教学资源——电子课件和相关习题库、案例库等。

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