

<<旅游服务英语>>

图书基本信息

书名：<<旅游服务英语>>

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## 前言

随着我国改革开放进程的加快和国民经济高速发展,随着交通管理和通信技术不断进步,随着旅游景区的开发维护和对旅游文化的深度挖掘,随着旅游服务接待设施、设备的不断更新完善,随着居民收入的大幅度提高和节假日闲暇时间的增多,旅游正在日益成为现代社会人们的主要休闲方式和社会经济活动;大众化旅游时代已经到来,旅游业也在以其强劲发展势头而成为全球经济中最具活力的绿色朝阳产业。

根据国家旅游局近年来发布的《中国旅游业统计公报》显示,2007年我国旅游业总收入首次突破1万亿元,2008年全国旅游人数达1.71亿,2009年在受金融危机影响、全球旅游需求下滑的情况下,国内旅游依然有11.7%的增幅,出境游也在持续回升。

目前中国继续保持着全球第四大人境旅游接待国、亚洲最大出境旅游客源国的地位。

另据国家旅游协会针对旅游经济的调查统计,居民因为旅游而每花1元就可以带动相关消费5元,直接或间接地刺激行业经济、促进140多个相关产业的连带发展。

旅游作为文化创意产业的核心支柱,在国际交往、商务活动、文化交流、赈灾恢复、拉动内需、解决就业、促进经济发展、丰富社会生活、构建和谐社会、弘扬中华文化、加深世界各国人民的友谊等方面发挥着越来越大的作用,因而已经成为我国服务经济发展的重要产业,在我国经济发展中占有举足轻重的位置。

近年来,随着全球旅游业的快速发展,特别是北京奥运会、上海世博会、广州亚运会陆续在我国举办,不仅使我国在国际的交往更加频繁,也为我国旅游业的大发展提供了一个难能可贵的良好机遇。

为此,2009年国务院常务会议讨论并通过了《关于加快发展旅游业的意见》,旅游业被正式确立为国民经济的战略性支柱产业,这是党中央和中国政府的伟大战略决策。

## 内容概要

旅游从业人员的英语应用水平直接影响着我国旅游业的发展速度与服务质量。

本书以学习者应用能力培养为主线,按照旅游活动过程中的食、住、行、游、购、娱等板块逐一进行知识介绍,并通过创设旅游真实情境指导学生实训,以达到学以致用、强化技能培养的目的。

本书定位明确、理论适中、知识系统、图文并茂、内容翔实、案例丰富、贴近实际、操作性强、强化实战演练、通俗易懂、适用范围宽泛,因此本书既可作为职业院校导游和旅游管理专业的教材,也可作为旅游企业在职从业者及管理人员的岗位培训教材,对于广大旅游爱好者也是一本有益的参考读物。

本书附有配套光盘。

## 书籍目录

Chapter ONE At the travel agency Unit 1 Tour Consultation Career Skills Listening and Speaking Tasks Reading Tasks More for Exercises Related Links Word Bank Unit 2 Tour Arrangement Career Skills Listening and Speaking Tasks Reading Tasks More for Exercises Related Links Word Bank Chapter TWO Arrival Unit 1 Guests' Arrival Career Skills Listening and Speaking Tasks Reading Tasks More for Exercises Related Links Word Bank Unit 2 Exchanging Money Career Skills Listening and Speaking Tasks Reading Tasks More for Exercises Related Links Word Bank Chapter THREE At the Hotel Unit 1 Checking In Career Skills Listening and Speaking Tasks Reading Tasks More for Exercises Related Links Word Bank Unit 2 Hotel Service and Facilities Career Skills Listening and Speaking Tasks Reading Tasks More for Exercises Related Links Word Bank Chapter FOUR Food and Drinks Unit 1 Eating Out Career Skills Listening and Speaking Tasks Reading Tasks More for Exercises Related Links Word Bank Unit 2 Chinese Cuisine Career Skills Listening and Speaking Tasks Reading Tasks More for Exercises Related Links.....Chapter five transport Chapter six sightseeing Chapter seven shopping Chapter eight entertainment Chapter nine complaints and emergencies Chapter ten departure Communication activities Reference

## 章节摘录

插图：Employers prefer to hire travel agents who have formal training in this field. Superb communication and computer skills are essential for talking with clients and making travel reservations. Most travel agencies prefer applicants who have received training specific to becoming a travel agent. Many vocational schools offer full-time travel agent programs. Travel agent courses are also offered in public adult education programs, online, and in community colleges. These programs teach students about geography, sales, marketing, and travel industry forms and procedures for ticketing and reservations. Travel agents must be well-organized, accurate, and detail-oriented in order to compile information from various sources and to plan and organize travel itineraries. Agents must have excellent communication skills and must be professional and courteous when dealing with travel representatives and clients.

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编辑推荐

《旅游服务英语》：全国职业教育旅游服务与管理专业系列规划教材

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