

<<旅游英语口语>>

图书基本信息

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内容概要

《旅游英语口语》是针对高职高专学院培养涉外旅游与酒店管理人才而编写的。本教材采用项目、模块、任务的编排模式培养学生在行、住、食、游娱、购、文化传播等岗位的语言能力与综合职业素质，教材体现了丰富多样的教学法，呈现方式主观形象，内容翔实，特别是突出了岭南特色与文化习俗意识，并培养学生的自主学习能力。

本书适合高职高专类旅游与酒店管理专业学生，也适合相关的从业人员。

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版权页：插图：Le Yangyang is the name of the leader of our five Goats, which refers to all of the 16th Asian Games Mascots, each of them sporty and cute, and each serving as an Official Mascot. The Mascots embody a part of Guangzhou's unique history and culture and each Goat has an individual name that is distinctly Cantonese in style: A Xiang, A He, A Ru, A Yi, and Le Yangyang. When you put their names together, Xiang He Ru Yi Le Yangyang - meaning Peace, Harmony and Great Happiness, with everything going as you wish: they fully express the people of Guangzhou's hope that the 16th Asian Games bring peace, prosperity, success and happiness to the people of Asia and fulfill their and our vision of a Thrilling Games and Harmonious Asia. The designs of the Mascots are strongly inspired by a legend about the City of Guangzhou. As the legend goes, a long time ago, the farm lands in Guangzhou and dry, food could not be grown and the people experienced a famine. They could do nothing but pray to the heaven for luck. Moved by their piety, five Immortals descended from the heaven, riding on goats with coats of different colors, each holding ears of rice in its mouth. The Immortals gave the rice ears to the people of Guangzhou and promised that the land would be free from famine. Afterwards, the Immortals disappeared into the sky. The Five Goats that were left behind turned into stone. From that time onwards, Guangzhou reaped a bumper harvest of grain every year and became the most prosperous city in the south of China. The Five Goats of this thousand-year-old legend have gone on to become the most well-known symbol of Guangzhou. The goat also has a strong association with Chinese culture and tradition, particularly Chinese characters that signify catering, etiquette and aesthetics.

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