

<<新编旅游英语>>

图书基本信息

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作者：谢群英

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内容概要

本书是集旅游英语专业文献阅读、旅游专业英语中口笔译技巧、旅游英语应用文写作于一体的综合性专业教材。

本书内容丰富，不仅向读者提供了实用性较强的旅游英语学习内容和参考资料，而且操作性强，时代气息浓郁。

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媒体关注与评论

本书选题广泛，紧扣教育部颁发的高等院校旅游管理专业教学指导计划，并注重理论阐述与实际案例分析相结合，既考虑到国内外旅游业发展的现实需要，又注重理论研究的超前性和未来旅游业发展的宏观态势；既系统总结了旅游学科发展的研究现状和取得的研究成果，又指出了不同研究内容的未来发展方向；既注重使读者易于掌握研究的理论和方法，又兼顾技能的培养，体现系统、创新、前瞻、实用的特色。

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