

<<导游情境英语>>

图书基本信息

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内容概要

改革开放以来，随着中国经济的高速稳定发展，中国已成为全世界最大的旅游市场。旅游产业的繁荣、国际交流的日益频繁，客观上要求旅游从业人员必须具有高素质的外语交流能力。《导游情境英语》是为适应旅游业的发展形势和提高导游员的素质而编写的。《导游情境英语》考虑导游工作的实际需要，旨在培养高职高专学生实际运用英语的能力，力求在向 学生提供英语导游语言知识的同时，兼顾业务知识，突出学生职业技能的训练与培养。

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版权页：插图：Cultural relics have begun to be a hot topic in China today as the balance between developing the nation and retaining traditional culture must be found. This can be seen in the public's desire to rebuild places of interest. This can be seen intensively in Beijing as traditional courtyards are removed to make way for large, modern buildings. As people gain more money and are able to move around freely in China, they want to preserve the relics of their cultural past. People now wish to preserve traditional architecture like old city walls instead of knocking them down. Some even wish to rebuild those that have been torn down. Chinese people are renewing their interests in the folk arts and are dedicating to new culture exhibitions in order to educate people on their grand heritage. This is not just a domestic idea. Chinese culture is also spreading abroad as people express an interest in China. Chinese studies abroad have increased a great deal as China becomes more of a growing economic and international player. The interest in Chinese relics abroad is also high because foreigners are coming to appreciate Chinese culture.

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编辑推荐

《导游情境英语》内容：共分15个单元，按照接待国外游客的时空顺序将各单元贯通。

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