

<<导游英语>>

图书基本信息

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内容概要

《导游英语》以导游为中心，介绍导游所必须具备的基本业务知识和旅游文化知识，如旅行社概况、中国传统节日、中国传统习俗等，设计了导游在接待游客的全过程中可能会遇到的各种情景，如接待游客，为游客安排食、住、行、游、购、娱，处理突发事件和向游客道别等。

这些内容构成了全书的12个单元，每个单元包括课文、对话、补充阅读和课后练习。

课文部分比较系统地介绍导游所必需的旅游文化知识；对话注重典型性和实用性，全面呈现导游接待工作全过程的情景对话，每个单元包括3组对话；补充阅读旨在进一步提高学生的英语语言能力，增加学生的旅游文化知识；练习的设计注重多样化，有听写、情景短剧表演、英汉互译等，其中英汉互译提供有关世界著名景点、著名文化习俗的英文资料和中国著名景点的中文资料，让学生翻译，以增加学生的旅游文化知识。

这样，每个单元有三处比较集中地呈现旅游知识，即课文、补充阅读材料和部分练习。

教材容量和难度适中，可供一学期使用，建议每周学时为4~6节。

书籍目录

Unit One Travel Service Text Travel Agency Dialogue 1 Enquiring about the Touring Packages Dialogue 2 Enquiring about the Bus Tour Itinerary Dialogue 3 Enquiring about a Tour to Lushan Mountain Supplementary Reading The Tourism Industry in China Exercises Unit Two Seeing in the Tourists Text Welcome Speech Dialogue 1 Meeting a Tour Group at the Airport Dialogue 2 Meeting Tourists at the Railway Station Dialogue 3 Meeting Tourists before Departing for a Tour Supplementary Reading Skills of Reception Exercises Unit Three Hotel Accommodations Text Star Hotels Dialogue 1 Making Reservations Dialogue 2 On the Way to the Hotel Dialogue 3 Checking in Supplementary Reading Hilton Hotels Corporation Exercises Unit Four At the Restaurant Text Chinese Cooking Dialogue 1 Making a Reservation for a Tourist Group Dialogue 2 Recommending Dishes Dialogue 3 Messing up the Order Supplementary Reading Chinese Tea Exercises Unit Five Sightseeing Text The Great Wall Dialogue 1 Discussing the Itinerary to the Great Wall Dialogue 2 On the Way to the Great Wall Dialogue 3 Visiting the Great Wall Supplementary Reading Chinese Gardens Exercises Unit Six Transportation Text Transportation and Tourism Dialogue 1 Choosing Means of Public Transportation Dialogue 2 Booking Flight Tickets Dialogue 3 Traveling by Air Supplementary Reading Private Cars in China Exercises Unit Seven Traditional Chinese Festivals Text Spring Festival Dialogue 1 Couplets for the New Year Dialogue 2 Paying a Lunar New Year's Visit Dialogue 3 Setting off Firecrackers Supplementary Reading The Moon Festival Exercises Unit Eight Chinese Customs Text Folk Customs of China Dialogue 1 Introducing the Customs of the Dragon Boat Festival Dialogue 2 Talking about Minority Festivals Dialogue 3 Talking about Gifts Unit Nine Entertainment Unit Ten Shopping Unit Eleven Handling Problems Unit Twelve Parting with the Tourists Keys to Exercises 参考文献

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