

<<新编旅游英语教程>>

图书基本信息

书名：<<新编旅游英语教程>>

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内容概要

《新编旅游英语教程》是东北财经大学出版社组织编写的“21世纪高等院校旅游管理系列教材”之一。

本教材编写的主要目标是为旅游管理专业学生及旅游英语爱好者提供一本以培养英语语言能力为主、以充实旅游知识为辅的英语教材。

本教材融知识性和趣味性于一体，帮助学生深入了解旅游文化知识，熟悉旅行社、酒店及其他旅游服务机构及其业务知识，为学生今后从事旅游及相关行业工作奠定良好的基础。

《新编旅游英语教程》适用于旅游英语专业二年级以上（包括二年级）学生使用，同时还可以作为旅游管理专业学生的双语教学教材或旅游行业培训教材。

《新编旅游英语教程》由16课组成。

每课包括课文、词汇、课文注释、写作、练习及课外阅读六个部分。

课文分A、B两部分，Text A为旅游专业知识，Text B为旅游相关知识。

课文内容由浅入深，篇幅适当。

词汇部分注重旅游行业专用术语和表达。

课文注释部分包括语言难点、旅游专业知识、旅游文化难点等。

写作部分主要介绍应用文写作。

练习部分提供包括课文理解、词汇、语法、阅读和旅游写作等方面的训练。

每课后配有补充阅读材料，内容范围广、信息量大，帮助学生提高阅读能力和扩大知识面。

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章节摘录

插图：The Motorcoach Industry The fares and routes of the intercity bus industry were closely regulated by the Interstate Commerce Commission (ICC) until 1982 , when deregulation eliminated many of the most restrictive regulations while maintaining a regulatory framework for industry. In 1987 two very significant events took place in the intercity bus industry.

First , Greyhound Lines , Inc. ' was sold by the Greyhound Corporation in Phoenix , Arizona , to a Dallas firm whose primary business was leasing intercity buses to other bus carriers. Second , this “ new ” Greyhound Lines bought Trailways Lines. Inc. Consequently , the intercity route passenger bus market is highly concentrated , with Greyhound the only company with a national network. Greyhound has experienced turbulent times , which include a strike , downsizing , and bankruptcy. Greyhound is a different company than it was a few years ago in 1989. For example , they now operate a fleet that is about 35 percent smaller than in 1989 and regular route miles have been reduced by over 30 percent. In addition ' they have virtually moved out of the charter bus business. In 1989 they operated about 1 million. They are now a leaner and profitable company. Greyhound handled approximately 15.1 million passengers , who generated about 5.9 billion passenger miles in 1992. They produced a load factor of 58 percent. Intercity bus passengers are largely lower-income non-business travelers who are very price sensitive. Intercity bus service has shrunk to a minor transportation alternative because of increased automobile ownership availability and aggressive airline pricing. Bus travel is characterized by more ridership to and from rural areas and small towns than either the air or rail modes. Greyhound ' s average trip length is 387 miles.

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编辑推荐

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