

<<旅游管理专业英语>>

图书基本信息

书名：<<旅游管理专业英语>>

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前言

当代旅游业已经发展为世界上规模最大和发展势头最强劲的产业，旅游业发展之快，产业带动力之强，使许多国家和地区都纷纷把旅游业作为经济发展的重点产业和先导产业。

伴随着全球经济的不断发展，人们收入和闲暇时间的增多，交通和通讯技术的不断进步，以及冷战结束后政治隔障的消除等因素，全球旅游产业的规模正加速扩大，参加旅游的人数还将继续增加。

据世界旅游组织预测：到2010年，全球旅游者将达到100亿人次，其国际旅游者将达到10亿人次；到2020年，全球旅游者将达到160亿人次，其国际旅游者将达到16亿人次。

大众化旅游时代的到来，使旅游日益成为现代人类社会主要的生活方式和经济社会活动，旅游业也以其强劲的发展势头而成为全球经济产业中最具活力的“朝阳产业”。

在近二十年的发展历程中，中国旅游业取得了令人瞩目的成就，由传统的接待事业一跃转变为国民经济新的增长点，并由过去单一的观光型旅游发展成为集观光、度假、商务、会展、研修等多功能为一体的复合型旅游。

中国旅游业的综合实力已被列为世界第五。

按照世界旅游组织的预测：到2020年，中国将成为世界第一大旅游接待国和第四大旅游出境国。

专家们预测：“21世纪，中国将成为世界主要的旅游中心。”

中国旅游业持续高速增长，既依托于旅游教育整体水平的提高，也有力地推动了旅游教育的迅速发展。

截止到2001年，全国高等旅游院校和已开办旅游专业的院校已发展到200多所，形成了培训、职高、大专、本科、硕士、博士层次完备的旅游教育体系，教育服务旅游、旅游促进教育的旅游与教育互促相长的格局已经形成。

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内容概要

本书是普通高等教育“十五”国家级规划教材、面向21世纪课程教材、高等学校旅游管理专业课程教材之一。

是为旅游管理专业以及管理类其他专业本科高年级学生和研究生编写的专业英语教材。

共分15课，每课由6部分组成：课文、翻译与写作练习、企业案例、术语解析、企业管理精英小传以及参考文献。

提供了各种旅游英语学习技能操练：文献阅读理解、专业问题研讨、中英文文献互译、企业案例分析、专业术语深究、成功人士经历欣赏等。

本教材也可供有一定英语基础的旅游业中高级管理人员培训以及旅游英语爱好者自学之用。

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章节摘录

Originally the hotel restaurant was designed to give a traveler in a strange city a place to eat where the food would be good or at least palatable and safe to eat. In recent years, however, the restaurant industry has grown both in diversity of concepts and menus. Moreover, that growth has meant the spread of restaurants into more and more locations, making restaurant food service readily available. Many successful chain restaurants carry well-known brand names to which travelers are accustomed. In the face of stiffening restaurant competition for the hotel guest's food and beverage patronage, some hoteliers have developed hotels, such as the economy and all-suite properties that offer only very limited food service usually a complimentary breakfast and, in all-suite operations, complimentary cocktails in the evening. On the other hand, in full-service hotels, the food service operation continues to be not only a vital service but a key competitive weapon. Many full-service hotels have several quite different food outlets. This extends the services available to the guest and helps keep the guest's food business in the hotel. While well-run restaurant and banquet departments are vital to full-service hotels, they are not by any means an easy thing to deliver. In fact, there's an old saying among hotel people that "if you can run the food, the hotel will run itself." Like most folklore, this exaggeration carries more than just a grain of truth. Some large properties offer a catering department (or banquet department) headed by a catering manager who books and sells banquets. Smaller properties include this activity among the restaurant manager's duties. Larger properties have special full- and part-time banquet service staffs. Smaller properties draw banquet service personnel from their regular crew and often supplement them with part-time employees. Banquets are often profitable but, once again, in many properties the banquet menus and banquet rooms are meant principally to serve the rooms department. Thus, a meeting may occupy one conference room all day. Perhaps the hotel supplies a coffee break and a luncheon in another room. It probably charges the business people little, if anything, over what those meals and snacks would cost in the dining room. Moreover, it may not charge extra for the meeting facilities.

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