

<<北京导游英语>>

图书基本信息

书名：<<北京导游英语>>

13位ISBN编号：9787302282198

10位ISBN编号：7302282196

出版时间：2012-6

出版时间：清华大学出版社

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页数：215

字数：324000

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内容概要

本书从突出行业特点、实训特点以及培养应用型人才的总体目标出发，以学习者应用能力培养为主线，结合国际旅游业与北京旅游景点发展的新形势和新特点，依照英语导游服务场景、工作流程和工作要点，主要介绍北京英语导游应具备的专业知识和技能，注重“职业性、交际性、互动性、实效性和实用性”。

本书融入了北京导游英语最新的教学理念，突出“以任务为导向，以学生为核心”的教育模式，教师的作用不再体现为系统地传授知识，而是“启发”和“指导”学生自主学习，创造性地学习，从而能够充分提高学生的综合素质、业务水平、服务技能，尽快适应职业岗位。

本书既可以作为旅游职业院校旅游专业和英语专业的教材，也可以作为高等教育自学考试、成人教育、职业教育教材，以及旅行社从业人员的岗位培训和导游证考试辅导教材。

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版权页：插图： Situational Conversations Conversation 1. The Meridian Gate It is a sunny day. Wang Yi, a professional guide from the China International Travel Service Head Office, is showing Ms. Rose, an American tourist, around the Forbidden City. Now, they are approaching the Meridian Gate. (A: Wang Yi; B: Ms. Rose)

A: The Forbidden City has four gates. Here is the Meridian Gate, the main entrance to the Forbidden City. In Chinese, we call it Wumen. Men in Chinese means gate. B: So, what about Wu? A: Wu is the short of Ziwu in Chinese which could be translated as meridian line in English. According to the ancient Chinese compass, the word "meridian" indicates the direction of the south. So the Meridian Gate also served as the south gate of the Forbidden City. Besides, Chinese emperor believed that the meridian line went right through the Forbidden City and his imperial residence was the center of the whole universe. This is why Chinese emperors considered themselves as the "Son of the Heaven". So the Forbidden City best demonstrates the elements of Chinese palace architecture, such as "supremacy", "hierarchy" and "everlasting". B: It sounds interesting. Could you take something for example? A: OK. Please look at the central gateway. It was exclusively for the emperor. The empress could use it once when she got married on the day of the imperial wedding ceremony. On that day, the empress could be permitted to enter the Forbidden City through the middle doorway on a sedan chair. That is the only chance in her life! B: Nobody else? A: Actually, another exception was for the top three outstanding scholars who passed the Imperial Palace Examination. Just on the day when the results were announced, they were allowed to go through the central gateway. This was the greatest honor for the Chinese scholars in the old time. B: And this is why Chinese people have been valuing education so much. A: You can say that again. B: Hi, Wang. So high the gate is! Just like Tower. A: Yes, Ms. Rose. The Meridian Gate is 35 meters high. The gate is topped by five towers commonly known as the Five Phoenix Towers. B: What are the towers for? A: It is recorded that the towers were installed with the bells and drums. When the emperor went to the Temple of Heaven, bells were struck. When he went to the Ancestral Temple, drums were beaten in order to publicize the event. B: I see. Was there any interesting story happened? A: Well. As a matter of fact, there were mainly two functions for the Meridian Gate. One is for Chinese emperor to enjoy the festival activities and the other is for reviewing the official ceremonies. "Court Beating" also took place in front of the Meridian Gate; it is a kind of punishment for those offending officials by beating them on their buttocks with sticks. And any officials who went against the emperor's wishes would be taken out of the Meridian Gate and be beaten in this way; some of them even were beaten to death on the spot. B: It's so cruel! A: Fortunately, this terrible punishment was abolished in the Qing Dynasty. B: Well, we are so lucky to walk freely here today. A: Ms. Rose. Please tell me how many gateways there are and what shape they are. B: There are 3 of them and they are rectangle. A: OK, let's go inside, turn back, and tell me that again. (They walked through the gate.) B: Oh, my. I can't believe my eyes. How could it be? There are five gateways and they are round. A: This is what I want to remind you of something interesting indeed. It is the typical building method for imperial constructions. Three obvious doorways can be seen from the outside, but five seen from inside. B: It's so amazing.

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