

<<旅游英语>>

图书基本信息

书名：<<旅游英语>>

13位ISBN编号：9787501980055

10位ISBN编号：7501980055

出版时间：2012-9

出版时间：中国轻工业出版社

作者：陈的非，刘建金 主编

页数：212

字数：314000

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内容概要

针对旅游类专业课程建设的需要，我们组织编写了高职高专《旅游英语》教材。

陈的非和刘建金主编的《旅游英语》《旅游英语》由九个项目构成，每个项目下又分为若干任务。

其基本结构为：Part

One：Situational

Dialogues，介绍旅游服务或日常沟通中的某一场景，学生通过学习这些场景对话掌握基本服务交际语言；Part Two：Useful

Expressions，总结每个任务下旅游服务与日常沟通时经常用到的句式，提升巩固学生英语应用能力；Part

Three：Related Tips and

Strategies，为拓展学生旅游专业知识视野，在此部分内容中加入了旅游专业技能及旅游文化介绍；Part

Four：Practice，是多种类型的练习题，便于学生课后进一步巩固并提升语言应用能力。

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书籍目录

Project One Tour Coultation

Project Two Airport Service

Project Three Receiving Guests

Project Four At a Hotel

Project Five Dining at Restaurant

Project Six Sightseeing

Project Seven Shopping and Recreation

Project Eight Handling Problems

Project Nine Seeing off Guests

参考文献

章节摘录

版权页： Welcome speech is the first formal speech that you face the guests. A good welcome speech can bring a very close relationship between tourists and tour guides. A welcome speech should be written clearly, warmly, lively and short. A welcome speech usually includes the following Parts: 1. You should express a warm-hearted welcome and extend your greetings to the tourists who have just arrived. 2. You should briefly introduce yourself, the coach driver, and the travel agency you work in. 3. You should express your intention to provide a good service. 4. You may inform tourists of the hotel in which they are going to stay-its location and facilities ; You may also give a brief introduction of the scenic spots that the tourists plan to visit. 5. Last but not least, you should try to take this chance to wish tourists a good time during their stay in your city. Sample Good afternoon, ladies and gentlemen: Welcome to Guangzhou. Please sit back and relax. Your luggage will be sent to the hotel by another bus, so you don't have to worry about it. Let me introduce my team first. Mr. Zhang is our driver. He has 25 years of driving experience, so you are in very safe hands. My name is Zhang Li, but you may just call me Zhang, which is my surname. The driver and I share the same surname. So I am sure double Zhangs will make double efforts. We're from the China International Travel Service, Guangzhou Branch. On behalf of my colleagues, I'd like to extend a warm welcome to you all. During your stay in our city, I will be your local guide. We'll do everything possible to make your visit a pleasant experience. If you have any problems or requests, please don't hesitate to let us know. You're going to stay at White Swan Hotel, a luxurious, five-star hotel in downtown with easy access to shopping malls. As you will be staying in our city for two and a half days, it will help if you remember the number of our bus. The number is 78218. Let me repeat: 78218. The flight from San Francisco to Guangzhou has taken you from the Western Hemisphere to the Eastern Hemisphere. The time difference between the two cities is about 16 hours. Please reset your watches to Beijing standard time, which is 3:25 p. m.

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