

《模拟导游实务英语教程》

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内容简介

《模拟导游实务英语教程》是高等学校旅游管理专业课程教材。《模拟导游实务英语教程》共分十五个单元，分别是合格导游员、车上沿途导游、酒店住宿、旅游计划、带团技巧、解说与游客体验、导游过程中的非语言信息、建立良好工作关系、与旅游者沟通、导游解说词设计、导游词解说艺术、中国佛教及佛教寺庙、中国烹饪与茶文化、应对突发事件、送团等。

《模拟导游实务英语教程》适用于高等学校旅游管理相关专业学生使用，也可供高等职业院校学生参考使用，还可供在职人员作为工作参考用书。

《模拟导游实务英语教程》还特别配套了免费的光盘版教学支持资源(教学课件)，具体索取方式详见《模拟导游实务英语教程》倒数第二页：教学支持说明。

目录

Unit 1 A Qualified Tour Guide

Text A What Is a Tour Guide ?

Text B Meeting Visitors

Broaden Your Horizon Chinese Names

Key Words and Concepts

Exercises

Role-play

Unit 2 A Bus Tour Guiding

Text A Conducting a Bus Tour Guiding

Text B Welcome to China

Broaden Your Horizon National Flag of the People's Republic of China

Key Words and Concepts

Exercises

Role-play

Unit 3 Hotel Accommodations

Text A Check-in at a Hotel

Text B Check-out at a Hotel

Broaden Your Horizon China's Hotel Rating System

Key Words and Concepts

Exercises

Role-play

Unit 4 Tour Planning

Text A Making Tour Plans

Text B Itinerary Discussion

Broaden Your Horizon The Eiffel Tower

Key Words and Concepts

Exercises

Role-play

Unit 5 The Art of Managing a Tour

Text A Leadership Skills

Text B City Tour of Xi'an

Broaden Your Horizon Niagara Falls

Key Words and Concepts

Exercises

Case Discussion Illegal Commissions or Better Job Allowances ?

Tour Commentary Re-creation Lhasa

Unit 6 Interpretation and Visitor Experience

Text A Principles of Interpretation

Text B Family Planning in China

Broaden Your Horizon Bronzes

Key Words and Concepts

Exercises

Case Discussion Tourism——Price or Benefit ?

Tour Commentary Re-creation Guilin and the Lijiang River

Unit 7 Nonverbal Messages In Tour Guiding

Text A Appearance, Personality and Attitude

Text B Chinese Women Yesterday and Today

Broaden Your Horizon The Colosseum in Rome

Key Words and Concepts

Exercises

Case Discussion An Unpopular Tour Guide

Tour Commentary Re-creation Shanghai

Unit 8 Establishing a Good Working Relationship

Text A A Good Working Relationship Makes a Tour

Text B Features of Chinese Ancient Tombs

Broaden Your Horizon Knight, Samurai and Armor

Key Words and Concepts

Exercises

Case Discussion Help or Trap ?

Tour Commentary Re-creation The Temple of Heaven in Beijing

Unit 9 Communicating with Visitors

Text A Your Customer Is Always Right

Text B Handling Complaints

Broaden Your Horizon Pinyin (Phonetic Notation of Chinese Characters)

Key Words and Concepts

Exercises

Case Discussion A Letter of Complaint

Tour Commentary Re-creation The Stone Forest in Lunan County

Unit 10 Designing Tour Commentaries

Unit 11 The Art of Commentary Delivery

Unit 12 Buddhism and Buddhist Temples in China

Unit 13 Chinese Cuisine and Tea Culture

Unit 14 Dealing with Emergencies

Unit 15 Farewell

References

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