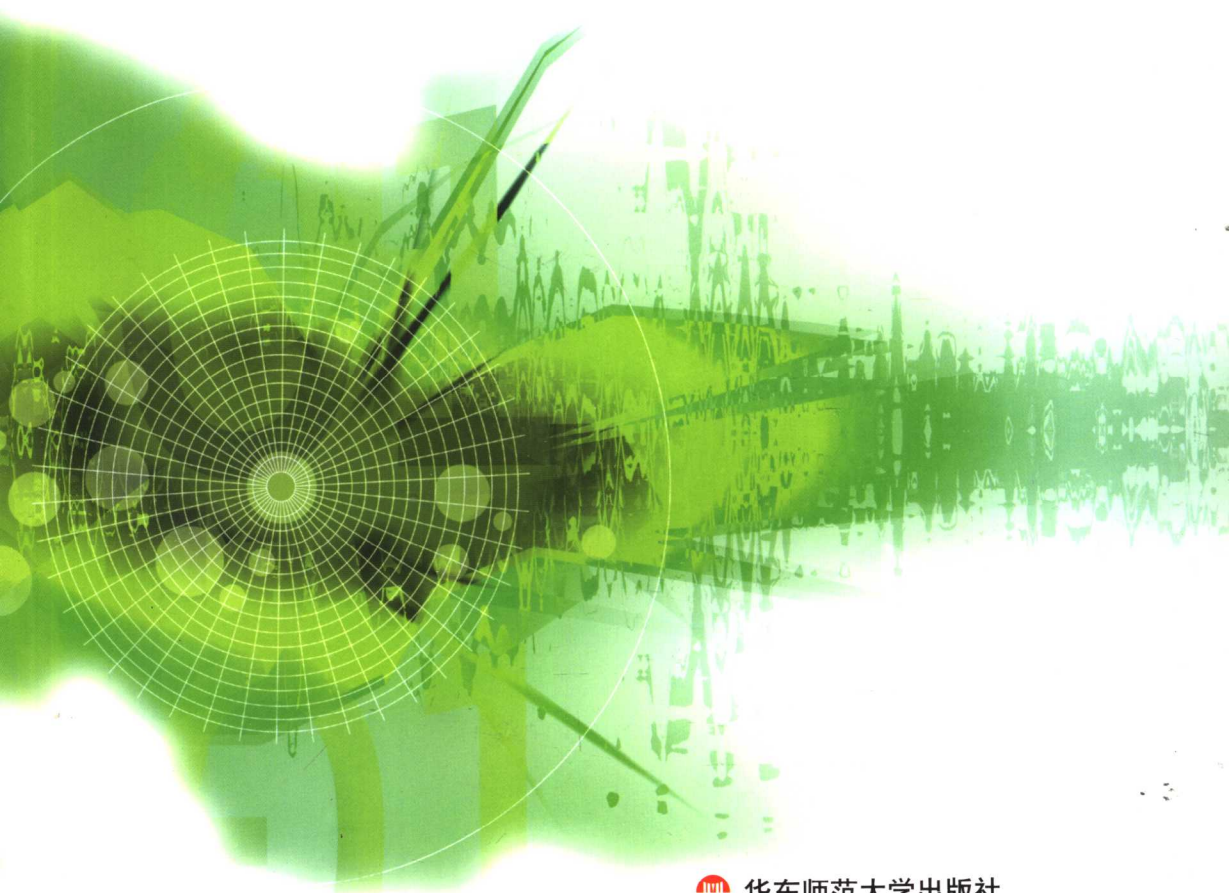


The Way to Communicative Ability in Tourism



旅游交际 英语通 (修订版)

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再版前言

当一本书仍在断断续续重印的时候,修订它是一个很大的挑战,要突破旧版的窠臼有所创新,才能赢得读者的喜爱。就像长江的后浪,只有更大的势头,才能超过前浪。为了使修订版更具生命力,编者吸取原书的精华,借鉴了同类教材的优点。

本教材全新修订。修订时,编者有意识地从文化介绍的角度选择材料、编写教材。贯穿全书的强烈的文化意识是本教材最大的特点。课文也从原先的六个单元增至七个:除了旅游预定和入境(Tour Reservation and Arrival)、宾馆住宿(Accommodation)、饮食文化(Food Culture)、观光(Tourist Attractions)、购物(Shopping)以及离境(Departure)外,增加了中国文化瑰宝(Pearls of Chinese Culture)一个单元,集中介绍中国文化的精华,涵盖戏剧、武术、中药、风俗礼仪以及传统节日等。

单元按照主题分类,每课则是各单元主题的细分。每课均分为 Part A Conversation、Part B Reading 和 Part C Exercises 三部分。Part A 一般有一到两个对话。对话的内容同主题密切联系,结合语言的灵活性和知识性,旨在口语化主题,学习者可以拿来即用。Part B 主题阅读,进一步丰富主题,使相关知识具体化。Part C 为练习,除了帮助读者内化课文知识外,还补充了 Part A 和 Part B 所未能涵盖的知识和信息,进一步扩展读者的知识面和信息量。全书的最后附有练习答案。

本教材适合做旅游管理专业的英语教材。本教材提供的对话均经具有十几次旅华经历的 Sherrie Love 女士审读,从而确保语言的真实地道,有效培养学生的会话能力;每课提供的阅读素材可以提高学生的词汇量,培养学生的阅读能力,同时也提供了一定的旅游专业知识、信息以及丰富的文化知识。练习部分题型丰富多样,力求做到说、读、译能力的全面操练。

一名导游就是一个文化窗口,一名称职的导游不但要在语言上能够与外国游客进行有效沟通,还应该能够满足游客对中国文化的求知欲。在本书中,虽然编者们尽量做到面面俱到,但鉴于中国文化的博大精深,本书所能提供的材料也只是沧海一粟,期望我们的努力能起到抛砖引玉的作用,激发读者的兴趣,学会查找并利用更多、更新的语料。

编者
2006 年 12 月

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