

# 《旅游英语》

## 图书基本信息

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## 内容概要

《旅游英语》内容大都取材于英国、美国、澳大利亚、新西兰等国家的原始材料，语言地道，因此也可以帮助读者在了解旅游学理论的同时学习英语语言。《旅游英语》内容主要包括8个章节：An Introduction to Tourism；Tourists and Tourist Motivation；Tourism Resources；The Tourism Industry；Tourism Organizations；Tourism Marketing The Impacts of Tourism；Sustainable Tourism。每个章节都列出了重点话题、重要术语以及供思考或讨论的问题，同时每章都附有与该章内容相关的阅读材料或案例分析以及参考书目，供学有余力的学生进一步阅读学习。

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## 章节摘录

插图：The Roman tourism experience is surprisingly modern in its resonance. Fueled by ample discretionary time and wealth, the propensity of the Roman elite to travel on pleasure holidays ( an innovation introduced by Rome ) gave rise to an industry of sorts that supplied souvenirs, guidebooks, transport, guides and accommodation. The number of specialized tourism sites and destinations also increased substantially. Famous Roman resorts included the town of Pompeii ( destroyed by the eruption of Vesuvius in AD 79 ) , the spas of the appropriately named town of Bath ( in Britain ) , and the beach resort of Tiberias, on the Sea of Galilee. Second homes, or villas, were an important mode of retreat in the rural hinterlands of Rome and other major cities. Wealthy Romans often owned villas in a seaside location as well as the interior, to escape the winter cold and summer heat, respectively, of the cities. Villas were clustered so thickly around the Bay of Naples during the first century AD that this area could be described as one of the earliest resort regions. The Dark Ages ( CD 500 -CD 1100 ) The decline and collapse of the Roman Empire during the fifth century AD severely eroded the factors that facilitated the development of tourism during the Roman era. Travel infrastructure deteriorated, the size of the elite classes and urban areas declined dramatically, and the relatively safe and open Europe of the Romans was replaced by a proliferation of warring semi-states and lawless frontiers as barbarian tribes occupied what was left of the Roman Empire. Justifiably, this period is commonly referred to as the Dark Ages.

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## 编辑推荐

《旅游英语》：中国大学英语教学改革的方向中国社会经济发展的必然要求

## 精彩短评

- 1、好很好，帮学校要，老师说还可以的吧
- 2、读了感觉不错。
- 3、还没打开，等看完了再来分享吧，书的质量还挺好的

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