旅游专业英语本科课程教学大纲

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开课部门：旅游管理专业

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一、课程基本信息

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| 课程名称 | 中文 | 旅游专业英语 | | |
| 英文 | Tourism English | | |
| 课程代码 | 18108040300 | | 课程性质 | 专业必修课程 |
| 课程学分 | 3 | | 课程学时 | 48 |
| 适用专业 | 旅游管理专业 | | 课程组负责人 | 吕惠荣 |
| 课程组成员 | 吕惠荣 | | | |
| 先修课程 | 《旅游学概论》、《导游业务》、《导游基础知识》、《中国旅游文化》  　　　《旅游饭店管理》 | | | |
| 选用教材 | 郭垚，殷进,《旅游专业英语》，华东师范大学出版社，2016 | | | |
| 参考书目 | 曹长波，《新编旅游英语》，复旦大学出版社，2011  郑张敏，陆金英，《２１世纪大学旅游英语》，复旦大学出版社，2015  周毅，《旅游英语》，重庆大学出版社，2018  范广丽，《旅游商务英语》，高等教育出版社，2015  魏国富，《旅游英语》，复旦大学出版社，2016 | | | |
| 推荐教材 | 郭垚，殷进,《旅游专业英语》，华东师范大学出版社，2016 | | | |

二、课程目标

**（一）课程具体目标**

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| **序 号** | **课程具体目标** |
| 课程目标1 | 掌握基本的导游基础知识，基本的旅游概念和基本的旅游管理专业知识 |
| 课程目标2 | 熟悉地陪，全陪及领队的基本业务及旅游接待活动的各环节服务流程 |
| 课程目标3 | 具备一定的旅游英语实际运用能力，尤其在旅游接待过程中的听说能力，熟练运用英语与服务对象顺利沟通 |
| 课程目标4 | 具有一定的语言创新能力，具备初步的口译能力，为客人从事相关的旅游翻译工作 |
| 课程目标5 | 在涉外旅游活动中具有良好的本土文化素养，具备跨文化的服务视角 |

**（二）课程目标与毕业要求的关系**

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| **课程目标** | **支撑的毕业要求** | **支撑的毕业要求指标点** |
| 课程目标1 | 毕业要求1:整体素质要求 | 1.2 拥有良好的专业素养、时代意识和国际视野。具有良好的本土文化素养，有具有跨文化的服务视角 |
| 毕业要求2:知识结构要求 | 2.2 熟悉掌握旅游学概论、旅游目的地管理、导游业务等必要的旅游管理类专业理论知识  2.3掌握科学的思维方法、人文知识等通识性知识 |
| 课程目标2 | 毕业要求２: 知识结构要求 | 1.2 掌握导游业务专业知识。对导游服务的各个流程熟悉。 |
| 毕业要求3:能力结构要求 | 3.2 具备将所学专业知识应用于实践的基本技能  3.3具有旅游服务意识、管理能力、语言表达能力和沟通能力 |
| 课程目标3 | 毕业要求１:整体素质要求 | 1.2拥有时代意识和国际视野 |
| 毕业要求3:能力结构要求 | 3.3具有很好的语言表达能力和沟通能力  3.4掌握一门外语并具备一定的听说读写能力 |
| 课程目标4 | 毕业要求２: 知识结构要求 | 3.3具有旅游服务意识，很好的语言表达能力和沟通能力  3.4掌握一门外语并具备一定的听说读写能力 |
| 毕业要求４:创新创业能力要求 | 4.1 具备创新所需要的探索精神、创新意识  4.2 具备创新活动所需的基本知识和实践能力  4.4具备搜索、获取传信要素的能力 |
| 课程目标5 | 毕业要求1: 基本素质要求 | 1.3具备职业认同感、职业责任感和良好的职业素养  1.4具备一定的人文关怀、科学探索精神和审美情趣 |
| 毕业要求3:能力结构要求 | 3.1具备获取和更新旅游相关知识的自我学习能力 |

三、课程教学要求与重难点

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| **序号** | **课程内容框架** | **教学要求** | **教学重点** | **教学难点** |
| 1 | Unit 1 introduction to Tourism Industry | Students will be able to know something about tourism industry and cultural tourism , and to learn about tourism development in the world. | definition of tourism, cultural tourism, tourism development in the world | Tourism industry |
| 2 | Unit 2 transportation | Students will be able to know something about the definition of transportation, transportation means, transportation roles in tourism development, and can be able to go through some formalities when travelling by some transport modes | Transportation means, transportation roles in tourism development | Go through the formalities when travelling |
| 3 | Unit 3 Hospitality industry | Students will be able to understand the definition of hospitality industry and its scope, know the important role of hospitality industry in tourism, and to learn about famous hotels and their facilities and services. | The important role of hospitality industry in tourism, famous hotels and their facilities and services. | Managing labor turnover and costs in hotel industry |
| 4 | Unit 4 the F&B Industry | Students will be able to master the basic dialogues in the Food and Beverage industry, to understand something about beverage and Chinese cuisine, and to know the career in Hospitality Industry. | Main Beverage , Chinese cuisine and their characteristics | the career in Hospitality Industry |
| 5 | Unit 5 Travel Agents | Students will be able to master the basic dialogues about travel agents, to know the basic knowledge about travel agents, and to understand the opportunities and threats for foreign-invested travel agencies. | the basic knowledge about travel agents | the opportunities and threats for foreign-invested travel agencies |
| 6 | Unit 6 sightseeing | Students will be able to know some information about sightseeing itinerary in China, to know about world heritages in China, to learn about Chinese architecture and Forbidden City, to know something about Westminster Abbey | Itinerary, basic knowledge about Chinese architecture | World heritages in China and Westminster Abbey |
| 7 | Unit 7 Special Interest Tours | Students will be able to understand what special interest tour is , to learn some kinds of special interest tour, and to master the knowledge of tour contract | The definition of special interest tour, religion tourism | Religion tourism |
| 8 | Unit 8 Tourist Product | Students will be able to be familiar with the dialogues taking place at the shop, to know something about Chinese arts and crafts, and to know about Chinese culture. | Chinese ancient arts and crafts | Chinese culture |
| 9 | Unit 9 The Social and Cultural Impact of Tourism | Students will be able to know the social and cultural impact of tourism including positive ones and negative ones, and to learn about tourism publicity. | the social and cultural impact of tourism | Tourism publicity |
| 10 | Unit 10 Career in Tourism Industry | Students will be able to master the skills and dialogues in a job interview of tourism industry, to know something about tourism education, and to know how to write a CV. | A job interview, writing a CV | Tourism education |

四、课程教学内容、教学方式、学时分配及对课程目标的支撑情况

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| **序号** | **课程内容框架** | **教学内容** | **教学方式** | **学时** | **支撑的**  **课程目标** |
| 1 | Unit 1 introduction to Tourism Industry | Part 1 dialogues | 讲授、模拟 | 1学时 | 课程目标2  课程目标3 |
| part 2 Reading: Text A: culture tourism ;Text B: Global Tourism | 讲授 | ２学时 | 课程目标1  课程目标4 |
| Part 3:skilling training: self-introduction at an interview  Part 4 supplementary reading: Definition of tourism | 讲授 | 1学时 | 课程目标2  课程目标4 |
| 2 | Unit 2 transportation | Part 1 dialogues | 讲授、模拟 | 1学时 | 课程目标2  课程目标3 |
| part 2 Reading: Text A: transportation roles in tourism development ;Text B: online flight check-in | 讲授、讨论 | ２学时 | 课程目标1  课程目标2  课程目标3  课程目标4 |
| Part 3:skilling training: visa application form  Part 4 supplementary reading: IATA | 讲授、讨论 | 1学时 | 课程目标2  课程目标5 |
| 3 | Unit 3 Hospitality industry | Part 1 dialogues | 讲授、　模拟 | １学时 | 课程目标2  课程目标3 |
| part 2 Reading: Text A: introducing hospitality industry ;Text B: Managing labor turnover and costs in hotel industry | 讲授、互动问答、案例 | 3学时 | 课程目标1  课程目标3  课程目标4 |
| Part 3:skilling training: hotel reservation  Part 4 supplementary reading: be my guest: a short history of hotel | 讲授 | 2学时 | 课程目标2  课程目标3 |
| 4 | Unit 4 the F&B Industry | Part 1 dialogues | 讲授、模拟 | 1学时 | 课程目标1  课程目标3 |
| part 2 Reading: Text A: Chinese cuisine ;Text B: the career in Hospitality Industry | 讲授、互动 | ３学时 | 课程目标2  课程目标3  课程目标4 |
| Part 3:skilling training: menu Part 4 supplementary reading: Table Manners in UK and Korea | 讲授 | 1学时 | 课程目标5 |
| 5 | Unit 5 Travel Agents | Part 1 dialogues | 讲授、模拟 | 1学时 | 课程目标2  课程目标3 |
| part 2 Reading: Text A: Thomas Cook and the Advent of travel agent ;Text B: the opportunities and threats for foreign-invested travel agencies | 讲授、讨论 | 1学时 | 课程目标3  课程目标4  课程目标5 |
| Part 3:skilling training: travel agent booking form  Part 4 supplementary reading: I a tour operator’s travails | 讲授 | 2学时 | 课程目标2  课程目标5 |
| 6 | Unit 6 sightseein | Part 1 dialogues | 讲授、模拟 | 1学时 | 课程目标2  课程目标3 |
| part 2 Reading: Text A: the Forbidden City ;Text B: Westminster Abbey | 讲授、案例分析 | ３学时 | 课程目标1  课程目标4 |
| Part 3:skilling training: Itinerary  Part 4 supplementary reading: History of Disneyland | 讲授、案例分析 | 1学时 | 课程目标3  课程目标5 |
| 7 | Unit 7 Special Interest Tours | Part 1 dialogues | 讲授、模拟 | 1学时 | 课程目标2  课程目标3 |
| part 2 Reading: Text A: Casino Tourism: gambling our way to prosperity ;Text B: Dark Tourism | 讲授、案例分析 | ４学时 | 课程目标1  课程目标3  课程目标4  课程目标5 |
| Part 3:skilling training: tour contract  Part 4 supplementary reading: wellness tourism | 讲授 | １学时 | 课程目标2  课程目标4 |
| 8 | Unit 8 Tourist Product | Part 1 dialogues | 讲授、模拟 | １学时 | 课程目标2  课程目标3 |
| part 2 Reading: Text A: Chinese Cloisonné; Text B: Chinese tourists prefer shopping rather than relaxing | 讲授、案例分析 | ３学时 | 课程目标1  课程目标4  课程目标5 |
| Part 3:skilling training: a letter of complaint  Part 4 supplementary reading: I effects of marketing segmentation | 讲授 | 1学时 | 课程目标2  课程目标3 |
| 9 | Unit 9 The Social and Cultural Impact of Tourism | Part 1 dialogues | 讲授、模拟 | 1学时 | 课程目标3 |
| part 2 Reading: Text A: tourism in Polar regions: social cultural impacts; Text B: Social-cultural impacts of tourism | 讲授、讨论 | ３学时 | 课程目标1  课程目标4  课程目标5 |
| Part 3:skilling training: tourism publicity  Part 4 supplementary reading: Guanxi in China | 讲授 | １学时 | 课程目标4 |
| 10 | Unit 10 Career in Tourism Industry | Part 1 dialogues | 讲授、模拟 | 1学时 | 课程目标3  课程目标4 |
| part 2 Reading: Text A: Trends and Challenges ;Text B: Australia Wine Tourism: Career Paths and Training | 讲授、互动问答 | ２学时 | 课程目标1  课程目标4  课程目标5 |
| Part 3:skilling training: Curriculum Vitae  Part 4 supplementary reading: a brief history of Le Cordon Bleu Cooking School | 讲授 | １学时 | 课程目标4  课程目标5 |

五、课程目标与考核内容

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| **课程目标** | **考核内容** |
| 课程目标1 | 掌握基本的旅游文化知识、旅游要素、旅游饭店管理、旅行社管理等知识 |
| 课程目标2 | 了解导游分类及职责，旅游接待活动的规范流程及服务 |
| 课程目标3 | 掌握基本的导游接待语言、日常生活用语 |
| 课程目标4 | 对中国文化有深刻的认识，能够随机应变，做好文化传播的良好媒介 |
| 课程目标5 | 运用所学知识做好跨文化导游服务 |

六、考核方式与评价细则

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| **考核方式** | **比例** | **考核/评价细则** |
| 课堂表现 | 10% | 课堂表现情况加分、扣分记录 |
| 平时作业 | 10% | 平时作业完成情况 |
| 出勤 | 10% | 平常考勤表现 |
| 期末考试 | 70% | 笔试，题型有填空题、阅读理解、简答题、翻译题，考核内容涵盖了所学的基本知识点，不仅考核学生对基本知识点的掌握程度，而且也考察对相关知识和理论运用的能力。 |