

《旅游实务英语》

图书基本信息

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章节摘录

版权页： 插图： World Heritages in China World Heritage sites are carefully selected by the United Nations via some strict procedures. According to the UNESCO Convention Concerning the Protection of World Cultural and Natural Heritage, a property is justified as world heritage if it is of outstanding universal value from the point of view of history, art, science, aesthetics, ethnology, anthropology, natural beauty, conservation, etc. In other words, a world heritage belongs to humankind in general rather than merely the local people of the territory. A World Heritage is a masterpiece of human ancestors or nature itself, which helps deepen our understanding of the world and human as well as the interaction between nature and human. The UNESCO seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity. All the structures and sites that have been recognized by them are places of immense significance either as spectacular places, cultural establishments or for their natural beauty. As one of the four greatest ancient civilizations of the world, China is a country with a rich, long history and a vast territory. There are a large number of sites in China which fall under the category of being China's UNESCO World Heritage Sites, either cultural or natural, or both. Since its accession to the UNESCO World Heritage Convention in 1985, China has constantly nominated its properties for inscription onto World Heritage List.

编辑推荐

《全国高等院校基于工作过程的校企合作系列教材:旅游实务英语》是“全国高等院校基于工作过程的校企合作系列教材”之一。《全国高等院校基于工作过程的校企合作系列教材:旅游实务英语》彻底解构了学科型知识组织模式,使教材的内容从单一的英语知识传授,改造为融旅游业专业知识、专业技能、语言知识、文化知识、社交礼仪和旅游语境相互融合的工作岗位知识体系,其中语言语料从旅游一线进行收集、精选和加工;结合工作过程对知识的整合从宏观深入到微观,从表面深入到本质。首先,针对导游实际需要对教学内容进精选,取材主要针对全国各地世界遗产包括文化遗产、自然遗产和自然与文化遗产,也涉及国外风景名胜,此外,导游过程中的各个环节所涉及的知识尽量融入教材,其中社会知识和旅游文化知识以及工作技能也融入教学内容中;参观游览部分为《全国高等院校基于工作过程的校企合作系列教材:旅游实务英语》重点,强调旅游文化知识导入;其它部分强调社会知识和工作技能的导入。

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