The English Of Tourism Cambridge Scholars | 641efa0f52f4d1bf4351b32876c98716

English for International Tourism
Travel Writing and Tourism in Britain and Ireland
Landscape, Literature and English Religious Culture, 1660-1800
The Tourist Gaze 3.0
English Grammar and Learning Tasks for Tourism Studies
Leisure and Tourism Landscapes
Welcome!
The English of Tourism
Exploring Business Language and Culture
Environment and Tourism
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Enlightenment Travel and British Identities
Welcome!

English for International Tourism

Travel Writing and Tourism in Britain and Ireland

This course includes authentic material taken from Dorling Kindersley's acclaimed Eyewitness Travel Guides which explore some of the world's top tourist destinations.

Landscape, Literature and English Religious Culture, 1660-1800

The Tourist Gaze 3.0

Eva Alcón Soler Maria Pilar Safont Jordà Universitat Jaume I, Spain The main purpose of the present book is to broaden the scope of research on the development of intercultural communicative competence. Bearing this purpose in mind, English learners are considered as intercultural speakers who share their interest for engaging in real life communication. According to Byram and Fleming (1998), the intercultural speaker is someone with knowledge of one or more cultures and social identities, and who enjoys discovering and maintaining relationships with people from other cultural backgrounds, although s/he has not been formally trained for that purpose. Besides, possessing knowledge of at least two cultures is the case of many learners in bilingual or multilingual communities. In these contexts, the objective of language learning should then focus on developing intercultural competence, which in turn may involve promoting language diversity while encouraging English as both a means and an end of instruction (see Alcón, this volume). This is the idea underlying the volume, which further sustains Kramsch's argument (1998) against the native/ non-native dichotomy. Following that author, we also believe that in a multilingual world where learners may belong to more than one speech community, their main goal is not to become a native speaker of English, but to use this language as a tool for interaction among many other languages and cultures.

English Grammar and Learning Tasks for Tourism Studies

This book aims to present the results of research in the sphere of business language and culture, as well as the experience of pedagogical staff and practitioners concerned with broadly understood business. The highly complex nature of contemporary business environment, approached from both the theoretical and practical standpoint, does not cease to prove that research into business studies cannot be dissociated from the cultural and linguistic context. The chapters included in this book were contributed by academics and practitioners alike, which offers a balanced approach to the topic and ensures high levels of diversity together with an undeniable homogeneity. They were gathered with a view to show various aspects of business language, perceived both as a medium of communication and as a subject of research and teaching. They are concerned with business culture as well, including business ethics and representations of business in popular culture. Owing to its multidisciplinary approach, the book presents a roadmap towards successful functioning in business settings, highlighting such issues as education for
business purposes, the study of language used in business contexts, the aspects of cross-cultural communication, as well as ethical behaviour based upon different values in multicultural business environments. Given its multifarious character, the book surely appeals not only to academics, but also to the interested laymen and students who wish to expand their knowledge of business studies and related phenomena.

Leisure and Tourism Landscapes

In Didactic Approaches for Teachers of English in an Internacional Context, the editors have selected articles that provide an overview of the current methodology of integrated language and culture instruction, with the understanding that the English language is completely embedded within a broader cultural framework. The papers further define this topic into creative inter-cultural approaches to teaching, including: content-based instruction in English through CLIL, holistic language-learning for children, the parallel development of linguistic and cultural competence, and a study of language structures and discourse.

Welcome!

'Weaving together science, history, antiquarianism and art, this stimulating collection of essays amply demonstrates Thomas Pennant’s centrality to a broad range of British Enlightenment debates and discourses, especially those relating to Britain’s so-called “Celtic Fringe”. At the same time, it underscores the epistemological importance of travel and travel writing in the late eighteenth century.' —Carl Thompson, Senior Lecturer in English, St Mary’s University, UK

The English of Tourism

The English of Tourism is a collection of essays on the English specific to the Tourism Industry. The approach is a linguistic one: the different aspects of the English used in the field of tourism (tourism industry, types of tourism, travel agencies, Internet sites of travel agencies, eco-tourism, travel) and in tourism-related fields (accommodation, advertising, entertainment, food services, hospitality, transportation) are analysed from a morphological (combination, derivation), syntactical (nominal phrases, verbal phrases), lexical and lexicographical, semantic (homonymy, semantic fields, synonymy, terminology), pragmatic (academic discourse, idiom, metaphor), etymological (etymon, Latin heritage), and contrastive (Croatian–Romanian, English– Croatian, English– Romanian, French–English, Romanian–English) points of view. This book will appeal to people employed in industries including hotels, transportation, events, food and beverage, parks and recreation, as well as to professors, researchers, students, and translators from Croatian-, English-, French-, and Romanian-speaking countries, active in their own countries or abroad. The types of academic readership it will appeal to include: academic teaching staff, researchers and students in the field of tourism, of tourism-related fields - accommodation, advertising, entertainment, food services, hospitality, and transportation - and of languages.

Exploring Business Language and Culture

Cambridge International AS and A Level Travel and Tourism offers comprehensive coverage with an international perspective and in-depth analysis of all topics. There are free online resources available containing a wide range of international case studies. - See more at: http://education.cambridge.org/eu/subject/business-and-economics/cambridge-international-as-and-a-level-travel-and-tourism#sthash.ShgL36lw.dpuf.

Environment and Tourism

Landscape, Literature and English Religious Culture, 1660-1800 offers a powerful revisionist account of the intellectual significance of landscape descriptions during the 'long' Eighteenth-century. Landscape has long been a major arena for debate about the nature of Eighteenth-century English culture; this book surveys those debates and offers a provocative new account. Mayhew shows that describing landscape was a religiously contested practice, and that different theological positions led differing authors to different descriptive approaches. Landscape description, then, shows English intellectual life still in the grips of a Christian and classical mentality in the 'long' Eighteenth-century.

Teaching English for Tourism

The English of Tourism is a collection of essays on the English specific to the Tourism Industry. The approach is a linguistic one: the different aspects of the English used in the field of tourism
(tourism industry, types of tourism, travel agencies, Internet sites of travel agencies, eco-tourism, travel) and in tourism-related fields (accommodation, advertising, entertainment, food services, hospitality, transportation) are analysed from a morphological (combination, derivation), syntactical (nominal phrases, verbal phrases), lexical and lexicographical, semantic (homonymy, semantic fields, synonymy, terminology), pragmatic (academic discourse, idiom, metaphor), etymological (etymon, Latin heritage), and contrastive (Croatian-Romanian, English-Croatian, English-Romanian, French-English, Romanian-English) points of view. This book will appeal to people employed in industries including hotels, transportation, events, food and beverage, parks and recreation, as well as to professors, researchers, students, and translators from Croatian-, English-, French-, and Romanian-speaking countries, active in their own countries or abroad. The types of academic readership it will appeal to include: academic teaching staff, researchers and students in the field of tourism, of tourism-related fields - accommodation, advertising, entertainment, food services, hospitality, and transportation - and of languages.

Tourism and Ethnodevelopment

Ethnodevelopment is a well-established concept in the field of development studies. Despite its relevance to tourism initiatives and processes in the Global South, it continues to be an underutilised concept in the field. This book bridges this gap, presenting an original conceptual framework to study the relationship between tourism and ethnodevelopment. It focuses on the processes of inclusion, empowerment, self-expression and self-determination to explore the effects of tourism initiatives on the identities, cultural resilience, livelihoods and economic opportunities of ethnic minority communities. Chapters explore a range of concepts and issues such as gender, authenticity, indigenous knowledge, tradition, the commodification of culture, community-based tourism, local entrepreneurship, cultural heritage, and tourism and the environment. Drawing on rich primary research conducted across South East Asia and South and Central America the book offers detailed evaluations of the successes and failures of various tourism policies and practices. This book makes a valuable contribution for students, scholars, practitioners and policy-makers alike interested in tourism, development studies, geography and anthropology.

Tourism Business Frontiers

Welcome! is an intermediate level course for people who need to use or who are preparing to use English in their day-to-day work in the tourism, hospitality and travel industries. Welcome! is for people working or planning to work in the tourism, hospitality and travel industries. The core language skills are developed through a wide range of work-related tasks. Particular emphasis is placed on realistic and integrated communication tasks which give students the opportunity to build confidence and improve fluency. The second edition includes updated content, extensive practice in writing emails and further communication activities aimed specifically at busy professionals.

«Linguistic intercultural competence for teachers of ESP: the language of tourism»

There is evident lineage between the concepts of teaching English as a foreign language (TEFL) and tourism, represented through evocative marketing material, the commoditisation of the TEFL product, teacher motivations and experiences. Yet, to date there has been no recognition of these links within industry or academia. This book introduces the concept of ‘TEFL tourism’, outlining the scale of the sector and the rapid commercialization of TEFL teaching across the world, locating it as an emerging form of niche tourism. The text outlines the organisation types and geographical locations, emphasizing the commodification of English language teaching. It also outlines the types of TEFL tourists, the complexities of international education, links with various tourism forms and sustainability considerations of the industry. The book will appeal to tourism academics and students, in particular those with interests in educational and volunteer tourism as well as sustainable tourism and commodification.

Teaching English for Tourism

As one of the world’s fastest growing industries, heritage tourism is surrounded by political and ethical issues. This research explores the social and political effects and implications of heritage tourism through several pertinent topics. It examines the hegemonic power of heritage tourism and its consequences, the spectre of nationalism and colonialism in heritage-making, particularly for minorities and indigenous peoples, and the paradox of heritage tourism’s role in combating these issues. Drawing from global cases, the study addresses a range of approaches and challenges of empowerment within the context of heritage tourism, including cultural landscapes,
intangible heritage and eco-museums. The research argues that heritage tourism has the potential to develop as a form of co-production. It can be used to create a mechanism for community-centred governance that integrates recognition and interpretation and promotes dialogue, equity and diversity.

Literary Tourism and the British Isles

Welcome! is an intermediate level course for people who need to use or who are preparing to use English in their day-to-day work in the tourism, hospitality and travel industries. Welcome! is for people working or planning to work in the tourism, hospitality and travel industries. The core language skills are developed through a wide range of work-related tasks. Particular emphasis is placed on realistic and integrated communication tasks which give students the opportunity to build confidence and improve fluency. The second edition includes updated content, extensive practice in writing emails and further communication activities aimed specifically at busy professionals.

Cambridge International AS and A Level Travel and Tourism

David Harrison has contributed to the academic study of tourism over the last 30 years. This book brings together a collection of his published material that reflects the role played by tourism in ‘development’, both in societies emerging from Western colonialism and in societies previously part of the Soviet system. The overarching theme looks at how, promoted as a tool for development, tourism can lead to conflict between competing elites, but can also empower groups previously subject to constraint by traditional authorities. Tradition is intensely manipulatable and always reflects power relations. Such pressure on tradition is but one aspect of tourism’s wider social impacts. This includes changes in economic and social structure, which, for many, constitute social problems that need to be addressed. At the same time, ‘sustainability’, though apparently a worthy aim, can be a problematic concept, especially when applied to ‘traditional' cultures, and may conflict with such ideals as egalitarianism.

Tourism motivation and experience

TEFL Tourism

This volume presents the results of Bulgarian and international tourism research, and brings together selected papers from the international conference “Tourism and Innovations” held in Varna, Bulgaria, in 2018. It contains theoretical and empirical approaches towards various aspects of tourism concerning both innovations in tourism development and in foreign languages education. As a whole, the book presents innovative solutions and processes in tourism, including management and staff training, provoked by today’s opportunities and challenges for future tourism development. The first part is dedicated to issues in tourism innovation, ranging from those provoked from the changing global environment and tourism demand, through to social innovations concerning tourism products and human resources management. The second section of the book deals with traditions and innovations in foreign language education oriented to managers, operational staff and decision-makers in tourism.

Welcome! Student's Book

Rooted in a period of vigorous exploration and colonialism, The Island Race: Englishness, empire and gender in the eighteenth century is an innovative study of the issues of nation, gender and identity. Wilson bases her analysis on a wide range of case studies drawn both from Britain and across the Atlantic and Pacific worlds. Creating a colourful and original colonial landscape, she considers topics such as: * sodomy * theatre * masculinity * the symbolism of Britannia * the role of women in war. Wilson shows the far-reaching implications that colonial power and expansion had upon the English people's sense of self, and argues that the vaunted singularity of English culture was in fact constituted by the bodies, practices and exchanges of peoples across the globe. Theoretically rigorous and highly readable, The Island Race will become a seminal text for understanding the pressing issues that it confronts.

Tourism: Tourism, development and sustainability

This second edition of Environment and Tourism reflects changes in the relationship between tourism, society and the natural environment in the first decade of the new century. Alongside the updating of all statistics, environmental policy initiatives, examples and case studies new material
has been added. This includes two new chapters: one on climate change and natural disasters and the other on the relationship between tourism and poverty. These themes have direct relevance, not only to tourism, but are reflective of the wider relationship between nature and society, a thesis that contextualizes this book. Tourism is also analyzed as an interconnected system, linking the environments of where tourists come from, with the ones they go to. Taking a holistic view of the tourism system and how it interacts with the natural environment, this volume illustrates the positive and negative effects of this relationship, and importantly how tourism can be planned and managed to encourage natural resource conservation and aid human development. It is an invaluable tool for all those studying human geography, tourism and environment studies.

Generic Integrity and Innovation in Tourism Texts in English

Increasingly significant as mediators of spatial identity and meaning, leisure, tourism, culture and heritage are only now beginning to be located within the rapidly evolving discourses of poststructuralist geographies. Exploring the influence of leisure and tourism on the production, representation and consumption of landscape, the first half of this important book focuses on different ways of ‘seeing’ or representing landscape, whereas the second half examines different forms of productive consumption in leisure and tourism. Both symbolic and material spaces of leisure and tourism are also examined in relation to urban and rural landscapes, heritage landscapes, gendered landscapes, and landscapes of sexuality and desire. With a multidisciplinary approach and a strong theoretical content which builds on poststructuralist theories, this is undoubtedly an important addition to literature in the field.

The Island Race

Tourism, Tradition and Culture

Teaching English for Tourism initiates a sustained academic discussion on the teaching and learning of English to tourism professionals, or to students who aspire to build a career in the tourism industry. Responding to a gap in the field, this is the first book of its kind to explore the implications of research in English for tourism (EfT) within the field of English for specific purposes. This edited volume brings together teachers and researchers of EfT from diverse national and institutional contexts, focusing on connecting current research in EfT contexts to classroom implications. It considers a wide range of themes related to the teaching of EfT, including theoretical concepts, methodological frameworks, and specific teaching methods. The book explores topics relating to the impact of changing technologies, the need for cultural understanding, and support for writing development, among others. Teaching English for Tourism explores this growing area of English for specific purposes and allows for researchers and practitioners to share their findings in an academic context. This unique book is ideal reading for researchers, post-graduate students, and professionals working in the fields of English language teaching and learning.

Cambridge International AS and A Level Travel and Tourism Coursebook

Welcome! is a course for people who either work or plan to work in tourism. It contains fifty 90-minute lessons, with units grouped into ten thematic modules for maximum flexibility. The course places particular emphasis on getting students to communicate in work situations they are likely to meet.

Welcome Audio Cassette Set (2 Cassettes)

This book is an interdisciplinary exploration of literary tourism’s role in shaping how locations in the British and Irish Isles have been seen, narrated, and valued. It explores the consequences of fictional constructions for the history, economics, and cultural politics of place, and for the Britain internalized in the mind’s eye.

The English of Tourism

Teaching English for Tourism initiates a sustained academic discussion on the teaching and learning of English to tourism professionals, or to students who aspire to build a career in the tourism industry. Responding to a gap in the field, this is the first book of its kind to explore the implications of research in English for tourism (EfT) within the field of English for specific purposes. This edited volume brings together teachers and researchers of EfT from diverse national and institutional contexts, focusing on connecting current research in EfT contexts to
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**Success International English Skills for IGCSE Student's Book**

Endorsed by University of Cambridge International Examinations. Cambridge IGCSE Travel and Tourism has been written specifically for the Cambridge IGCSE Travel and Tourism syllabus. Sections have been split into units, each dealing with a particular topic, and are cross-referenced to other units wherever appropriate. This new title contains a wide variety of activities and questions to check and facilitate students' understanding, as well as case studies and illustrative examples encouraging subject-based knowledge and a truly international approach.

**Intercultural Language Use and Language Learning**

As the global tourism industry continues to expand and to become more complex, it is vital that those in the industry are equipped with a thorough knowledge of all topics involved. New Tourism Consumers Products and Industry: Present and Future Issues provides this comprehensive coverage and more. Written by a team of globally renowned thinkers and researchers, it not only provides a brief historical overview of tourism, but delves deeper, to discuss emerging trends, consumer types and looks at the way the industry itself is changing and developing. It provides the manager of tomorrow with the ability to look beyond normal planning horizons and identify potential opportunities from these changes. New Tourism Consumers Products and Industry: Present and Future Issues is part of a two part set with its companion text, Tourism Dynamics, Challenges and Tools: Present and Future Issues which takes the reader on a logical progression to look at issues relating to the external environment in which the tourism industry functions. Both texts thereby provide the reader with a complete set of tools and knowledge recognise the key areas of growth and change, and the ability to use the new tools and technologies available to develop them and maximise business potential.

**Heritage Tourism**

From the mid-eighteenth century to the twentieth, tourism became established as a leisure industry and travel writing as a popular genre. In this collection of essays, leading international historians and travel writing experts examine the role of home tourism in the UK and Ireland in the development of national identities and commercial culture.

**English as a Global Language**

The application of linguistic optimization methods in the tourism, travel, and hospitality industry has improved customer service and business strategies within the field. It provides an opportunity for tourists to explore another culture, building tolerance and overall exposure to different ways of life. Innovative Perspectives on Tourism Discourse is a pivotal reference source for the latest research findings on the role of language and linguistics in the travel industry. Featuring extensive coverage on relevant areas such as intercultural communication, adventure travel, and tourism marketing, this publication is an ideal resource for linguists, managers, researchers, economists, and professionals interested in emerging developments in tourism and travel.

**Tourism and Intercultural Communication and Innovations**

The Wiley Blackwell Companion to Tourism presents a collection of readings that represent an essential and authoritative reference on the state-of-the-art of the interdisciplinary field of tourism studies. Presents a comprehensive and critical overview of tourism studies across the social sciences introduces emerging topics and reassesses key themes in tourism studies in the light of recent developments. Includes 50 newly commissioned essays by leading experts in the social sciences from around the world Contains cutting-edge perspectives on topics that include tourism's role in globalization, sustainable tourism, and the state's role in tourism development. Sets an agenda for future tourism research and includes a wealth of bibliographic references.

**The Politics of World Heritage**
Este libro desarrolla una gramática de la lengua inglesa a través de la puesta en marcha de una serie de tareas de aprendizaje en el campo de la industria turística, en las que se ponen en práctica las construcciones más prototípicas y frecuentes de la lengua inglesa en la comunicación oral y escrita. Los contenidos gramaticales se van desarrollando de forma paulatina a medida que aumenta la dificultad de su adquisición: de construcciones más sencillas a construcciones más complejas. El libro puede utilizarse en las clases de gramática de lengua inglesa para fines específicos en niveles B1, B2, C1 y C2.

**Cambridge IGCSE Travel and Tourism**

A modular course for people who either work or plan to work in the tourism, hospitality and travel industries. The core language skills are developed through a range of work-related tasks. This second edition includes practice in writing emails and communication activities aimed specifically at busy professionals.

**Welcome Teacher's Book**

Seminar paper from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: A, University of Cambridge, language: English, abstract: Tourism is a traveling event for people who have deep interest in visiting new places, enjoying every moment of fun in their life, experiencing different adventures and expeditions. People have different motives for the tour. Some people go for tour for business purposes, some for making them relaxed and others in exploring places and gaining practical knowledge about the historic, cultural and contemporary state of the places. Tourists are the people who visit and stay in different countries for not more than one year for different purposes. Cambridge is typically known by the name as the home of the Cambridge University and is situated at the heart of Silicon Valley. Cambridge is a place most appreciated by tourists because among the top five universities, University of Cambridge is one of them. People visit this place to enjoy and experience different historic and cultural buildings like King’s College Chapel and Choir, Peckover House and Garden, Houghton Mill, and many more interesting places. Some of these places give a beautiful landscape scenario which attracts more tourists to visit Cambridge. Tourist mostly enjoys the nightlife wherein they enjoy going to pubs, bars, and clubs. Also some tourist likes to experience punting and boating (Cees,2000). The present theoretical study focuses on the characteristics of Cambridge tourism and tourist motivation and experience in Cambridge. Tourist visiting Cambridge are more likely to attract with the day and nightlife of the people. The morning and evening landscapes are also appreciated by the tourists. Tourists who come for spending holidays prefer to stay in the very famous four star hotel namely Felix Hotel. This study mainly focuses on interviewing different tourists about their experience and travel to different places. The interview was conducted from approximately 500-600 tourists.

**Innovative Perspectives on Tourism Discourse**

Offers complete in-depth preparation for the Cambridge IGCSE in English as a Second Language (E2L) examination. The revised edition of this highly successful course offers complete preparation for all papers of the Cambridge IGCSE in English as a Second Language examination. The book is endorsed by Cambridge for use with the revised syllabus. Key features include: stimulating topics, international in perspective and relevant to IGCSE students educational needs and interests; step-by-step development of the four skills to build confidence and competence; particular attention to developing a mature writing style with a focus on tone, register and audience awareness; exercises in grammar, vocabulary and spelling.

**Welcome Audio CD Set (2 CDs)**

This collection of key articles from the most influential journals and books in the field examines what social scientists mean by the term tourism, and what it means to be a tourist. Carefully selected and introduced by the editor, this material charts the sociological changes that have occurred in tourism, and the change from the upper-class grand tours of the late nineteenth-century to the mass tourism of the present day. The collection also assesses the economic impacts of tourism on local economies, environmental considerations, and whether the growth of tourism is sustainable in a post-September 11th world. "Tourism: Critical Concepts in the Social Sciences" is an accessible and comprehensive resource designed for academics and scholars researching in tourism, globalization, and human geography.

**The Wiley Blackwell Companion to Tourism**

"The original Tourist Gaze was a classic, marking out a new land to study and appreciate. This new
edition extends into fresh areas with the same passion and insight of the object. Even more essential reading!” - Nigel Thrift, Vice-Chancellor, Warwick University This new edition of a seminal text restructures, reworks and remakes the groundbreaking previous versions making this book even more relevant for tourism students, researchers and designers. 'The tourist gaze' remains an agenda setting theory. Packed full of fascinating insights this major new edition intelligently broadens its theoretical and geographical scope to provide an account which responds to various critiques. All chapters have been significantly revised to include up-to-date empirical data, many new case studies and fresh concepts. Three new chapters have been added which explore: photography and digitization embodied performances risks and alternative futures This book is essential reading for all involved in contemporary tourism, leisure, cultural policy, design, economic regeneration, heritage and the arts.

Enlightenment Travel and British Identities

David Crystal's classic English as a Global Language considers the history, present status and future of the English language, focusing on its role as the leading international language. English has been deemed the most 'successful' language ever, with 1500 million speakers internationally, presenting a difficult task to those who wish to investigate it in its entirety. However, Crystal explores the subject in a measured but engaging way, always backing up observations with facts and figures. Written in a detailed and fascinating manner, this is a book written by an expert both for specialists in the subject and for general readers interested in the English language.

Welcome!

This collection of papers discuss World Trade Law and focus on the contested nature of World Heritage at sites as diverse as The Netherlands, Ellis Island (USA), post-colonial Mesoamerica, Cambodia, Fiji, Kyrgyzstan, and Vietnam. In addition, eight research notes explore heritage interpretation in the USA, Lebanon, Peru, Indonesia, Singapore, Tasmania and India.

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