

各位院长好，这是联合国世界旅游组织线上培训的完整版微信推送，含所有课程清单和授课教师简介，课程已上传中文联盟网站，现在中文联盟上有 10 们录播课，开班式和 3 门直播课在 zoom 直播后也将上传到中文联盟上，注册中文联盟网站后，就可以免费学习。欢迎院长们转发感兴趣的老师同学在线观看开班仪式和“中文+旅游”系列课程。

这是中文联盟网站操作指南，双语对照，可能很多老师已经注册过了，上面的很多资源是开源的，对汉语教学和了解中华文化都有一定帮助。

联合国世界旅游组织（UNWTO）官员及国际旅游业者
“中文+旅游”线上培训班

“Chinese + Tourism” Online Training Program for UNWTO Officials and
International Tourism Professionals

中文联盟网站操作指南

Instructions for ChinesePlus Website

1. 推荐使用谷歌浏览器访问联合国世界旅游组织（UNWTO）官员及国际旅游业者“中文+旅游”线上培训网址：

https://z.chineseplus.net/special/UNWTO_tourism_professionals/index.html

I. We recommend using Google Chrome to access the training website:

https://z.chineseplus.net/special/UNWTO_tourism_professionals/index.html

The screenshot shows the top navigation bar of the ChinesePlus website. It includes logos for the Center for Language Education and Cooperation (CLEC), UNWTO, and Beijing International Studies University (BISU). A red box highlights the '登录 Login | 注册 Sign up' link. The main content area features the title '联合国世界旅游组织（UNWTO）官员及国际旅游业者“中文+旅游”线上培训' and its English translation. Below this is a section titled '培训班简介' (Introduction) with a brief description in Chinese and English.

Center for Language Education and Cooperation
UNWTO
北京第二外国语学院
登录 Login | 注册 Sign up

联合国世界旅游组织（UNWTO）
官员及国际旅游业者“中文+旅游”线上培训
The “Chinese + Tourism” Online Training Program
for UNWTO Officials and International Tourism Professionals

培训班简介
Intro

该项目以“中文+旅游”为主题特色，聚焦中文、旅游、中华文化三大模块，依托北京第二外国语学院的旅游学科优势、国际中文推广能力与教育部中外语言交流合作中心资源优势，吸收“中文联盟”在线教育平台丰富的课程资源，邀请业界专家、知名学者，多方强强联手，融合创新，以“直播+录播”的形式，面向世界旅游组织官员和国际旅游业者打造高水平培训课程。

The programme features the theme of “Chinese + Tourism” and focuses on three modules: Chinese language, tourism and Chinese culture. By taking advantage of the leading tourism discipline at Beijing International Studies University (BISU) and its outstanding capabilities on Chinese language teaching across the world, the resources of the Center for Language Education and Cooperation (CLEC) of the Ministry of Education, as

2. 点击“登录/注册”，在弹出的页面右上角可以选择语言。输入邮箱和密码进行登录。如果忘记密码，点击“忘记密码”，可以修改密码。

II. Click “Login and Sign up” to start your registration. Select the language in the top right corner of the webpage. If you already had an account, please login by entering your E-mail address and password. Click “Forgot Password” to change the password if you forgot it.



User login

We would like to suggest you using the [fast-safe login function](#). It's safer and more convenient

Sign In

[Forgot Password?](#) | [Problems encountered?](#)
[Sign up for a new account](#) | [Website Feedback](#)



3. 没有账号的用户请点击“注册新账号”，使用邮箱注册账号，然后填写其他信息后登录。

III. If you need to register a new account, please click “Sign up for a new account” and fill in the rest of the

information to login.



English

User login

We would like to suggest you using the [fast-safe login function](#), It's safer and more convenient

[Forgot Password?](#) | [Problems encountered?](#)
[Sign up for a new account](#) | [Website Feedback](#)



https://passport.chineseplus.com/static/frontend/dm/#/pc/resetProblem?scope=basic_email&state=62e621...



English

Welcome to Register with Chinese Plus

To Acquire Chinese, to Embrace the World

[Login Now](#)

I have read and agree [《Chineseplus User Service Agreement & Disclaimer》](#)

4. 注册、登录账号之后就可以点击视频课程进行学习。

IV. Once you have registered and logged into your account, you can click on the course and start to learn.

在线课程
Online Courses



中国旅游市场营销策略：如何更好吸引中国游客
Tourism Destination Marketing: How to Better Attract Chinese Tourists



中国旅游业态介绍
Tourism Industry in China



疫后中国出境游新趋势
China's Outbound Tourism in the Post-Epidemic Era



舌尖上的中国：中华饮食文化
Chinese Cuisine



旅游目的地数字营销新范式
Smart Tourism in China



中国的非物质文化遗产 (第1辑) [英文版]
China's Intangible Cultural Heritage (Series 1) [English version]



中国的名胜古迹 (第1辑) [英文版]
Scenic Spots and Historical Sites in China (Series 1) [English version]



八段锦
Baduanjin Exercise



中国文化常识
Common Knowledge about Chinese Culture



你好，中国 (第1辑) [英文版]
Hello, China (Series 1) [English version]

中国旅游业态介绍
Tourism Industry in China

本课程介绍了疫后中国旅游的发展趋势，借助三个创新发展实例分享中国旅游与直播、元宇宙、健康康养结合的模式创新，从理论逻辑、行业现状、典型案例等几个维度进行了介绍。课程学习有助于系统了解中国旅游业态创新发展趋势。

This course introduces the development trend of China's tourism industry after the pandemic. Drawing upon three innovative development cases, this course shares the innovation modes of China's tourism industry in the fields of live broadcasting, Metaverse, and combination of health and wellness. It shares the theoretical logic, industry status quo, and typical cases. The course helps to systematically understand the innovative development trend in China's tourism industry.

