

Rtqitc o hqt Vqwtku o Ocpcig o gpv

Urgekcnv{ cpf Eqfg< Vqwtku o Ocpcig o gpv 120901K

Gfwecvkqp Qdlgevkgxu<

Tourism management aims to cultivate senior professionals in tourism industry with abilities in both professional knowledge and practical operation. They will have the abilities of serving in tourism administrations, operation and management in tourism businesses and have the abilities in teaching and studying in tourism colleges and research institutions and have the abilities of tourism design and planning. In addition, those have abilities in operating and management in tourism-related businesses and organizations.

I tcfwcvkqp Tgswktg o gpvu<

1. Master the elementary knowledge and theories of tourism management;
2. Have advanced oral and written English proficiency and the ability to develop a favorable inter-relationship with other people;
3. Have the ability of operation and management in tourism businesses, tourism administrations and tourism planning; furthermore, have the ability to analyze and solve practical problems;
4. Know well about the policies of tourism development in China and the world, master qualitative and quantitative analysis methodologies for tourism management problems; grasp the trends of tourism development; master the basic methods for data analysis and have the basic ability of research and practical work in the field of tourism.

I tcfwcvkqp tgswwktg o gpvu cpf y c{u vq cejkgxg

Pq0 I tcfwcvkqp tgswwktg o gpvu

Y c{u vq cejkgxg *vgcejkpi rtqeguu+

1

Master basic knowledge and theories of tourism management.

Encuutqq o Vgcejkpi< Management, Microeconomics, Macroeconomics, Financial Management, Management of Information System, Introduction to Tourism, Tourism Earth science, Tourism Psychology, Tourism Economics, Tourism Marketing.

Qtv/qh/encuu Ngctpkpi< Field "e

Requirements

	inter-relationship with other people.	Comprehensive Practice, Practice for Graduate.
3	Have the ability to analyze and solve practical problems in tourism businesses and tourism administrations and tourism college.	<p>Encuutqq o Vgcejpi < Statistics, Introduction of Hotel Management, Basic Knowledge for Tour Guide, Travel Agency Management, Tourism Economics, Tourism Marketing, Management of Food and Beverage, Tourism planning, Tourism Geography Information System.</p> <p>Qwv/qh/encuu Ngctpkpi < Guide for tourism research, Practice Report and Research Presentation.</p>
4	Grasp the trends of tourism development in China and in the world. Have the basic ability in tourism research.	<p>Encuutqq o Vgcejpi < Tourism Policy and Statute, Ecotourism Cultural Tourism Tourism Economics.</p> <p>Qwv/qh/encuu Ngctpkpi < Research Report Self-Study.</p>

Oclqt Fkuekrnkpgu < Business Administration, Applied Economics

Ockp Eqwtugu < Principles of Management, Microeconomics, Macroeconomics, Financial Management, Management Information System, Marketing, Introduction to Tourism, Tourism Earth science, Tourism Psychology, Tourism Economics, Cultural Tourism, Hotel Management, Travel Agency Management, Tourism Area Planning and Management, Tourism Geographic Information System, etc.

Ncd Gzrgtko gpvu < Computer; Tourism Geographic Information System; Hotel Management Practice.

Rtcevkecn Yqtm < Tourism Field Practice in Beidaihe, Tourism Comprehensive Practice, Practice for Diploma, Thesis.

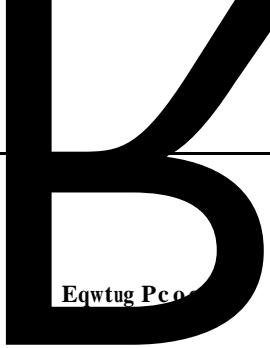
Fwtcvkqp < Four years.

Fgitgg Itcpvgf < Bachelor of Management.

Tgncvgf Urgekc

Eqtug Fguetkrvkqpu qh Vqwtu o Ocpcig o gpv

Encuuk/ hkecvkqp	Eqfg	Eqwtug Pcog	Etu	Jtu	Encuu Jqwtu		Rtgtgswkukvg eqwtugu	Ugoguvgt					Etgfkv			
					Ngel	Ncd0		3uv	4pf	5tf	6vj	7vj		8vj	9vj	:vj
Eqo rwmqf { Nldgt cu Grwevkqp Eqwtugu	11706200	Principles of Marxism	3	48	48			3								
	11706500	Introduction to Mao Tse-tung Thought and the Theoretical System of Socialism with Chinese Characteristics	4	64	64			4								
	11711800	The Essentials of Modern Chinese History	2	32	32						2					
	120002*0	Morality Education and Fundamentals of Law	3	48	48			1.5	1.5							
	113076*0	Physical Education	4	144	144			1	1	1	1					
	109116*0	College English	12	192	192			3	3	3	3					
	11918902	C Language Programming (B)	2.5	40	28	12			2.5							
	20805300	() Introduction to Business Administration	1	16	16				1							
14300100	Military Theory	2	32	32				2								
Ghgevkxg	12	6	12	192												
	Uwo															



Encuuk/ hkecvkqp	Eqfg	Eqwtug Pco	Etu	Jtu	Encuu Jqwtu		Rtgtgswkukvg eqwtugu	Ug o guvgt				Etgflvu							
					Nge	Ncd		3uv	4pf	5tf	6vj	7vj	8vj	9vj	:vj				
		B																	
	20817402	Applied Statistics	3	48	36	12					3								
	20809700	Tourism Psychology	2.5	40	40					2.5									
	20805100	Management Information System	3	48	32	16					3								
	21004102	B Finance Science B	2	32	32						2								
	2172500	Organizational Behavior	2	32	32						2								
	20812300	Cultural Tourism	2	32	32						2								
	Uwo		6907	982	942	62				;07	36	37	;	2	2	2	2	2	2
	20808900	Tourism Economics	2.5	40	40														2.5
	20802600	Hotel Management	2.5	40	34	6													2.5
	20808600	Tourism Geography Information System	2.5	40	20	20													2.5
	20809400	Tourism Area Planning and Management	2.5	40	40														2.5
	20802000	Theory and Operation of Tour Guide	2.5	40	34	6													

Ochp Uragakuy Eqwtugu

50808

T (ón \$

Encluk/

