

BM-07-Curriculum of Bachelor's Degree Program in Tourism Management

Course Code	课程名称	Course Name	Credit	Credit Hour	Term
University-level Compulsory Courses			58		
School-level Compulsory Courses			33		
Discipline-level Compulsory Courses in Management			15		
Practice Module			8		
(See the details of the above courses in the BM-General-Curriculum)					
Concentration-level Compulsory Courses					
1100158	旅游学概论	Introduction to Tourism	2	36	5
1100387	旅游消费者行为学	Tourism Consumer Behavior	1	18	5
0200541	旅游消费者行为实验	Tourism Consumer Behavior Experiment	1	36	5
1100055	饭店管理原理	Hotel Management	2	36	5
0200377	饭店管理模拟及实践	Simulation and Practice on Hotel Management	1	36	6
1100161	旅游资源与开发	Tourism Resources and Development	2	36	6
0200373	旅游开发与规划实践	Tourism Development and Planning (Practice)	1	36	6
1100148	旅行社管理	Tourist Agency Management	1	18	5
0200374	旅行社管理及导游模拟	Simulation of Tourist Agency Management and Guide	1	36	5
1100154	旅游市场营销	Tourism Marketing	2	36	5
0200542	旅游市场调研实验	Tourist Marketing Survey	1	36	5
Sub-total			15		
Concentration-level Elective Courses					
1100152	旅游经济学	Tourism Economics	2	36	5
1100155	旅游文化	Tourism Culture	2	36	6
1100032	导游业务	Practice of Guide	2	36	5
1100197	社交礼仪	Social Rituality	2	36	6
0200376	休闲管理	Entertainment Management	2	36	7
1100323	中国园林艺术	Chinese Gardening Art	2	36	7
0200375	会展管理	Conference and Exhibition Management	2	36	7
0200543	服务管理	Service Management	2	36	7
0200544	旅游管理前沿专题	Frontier Theory of Tourism Management	2	36	7
Sub-total			11		
Total			140		