

# COURSE DETAIL

## TOURISM MARKET STUDIES

**Country**

China

**Host Institution**

Fudan University

**Program(s)**

Fudan University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Economics

**UCEAP Course Number**

126

**UCEAP Course Suffix****UCEAP Official Title**

TOURISM MARKET STUDIES

**UCEAP Transcript Title**

TOURISM MKT STUDIES

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

2.00

## Course Description

This course introduces topics in the tourism market by examining real tourism market and survey data. The course offers an examination of the tools for tourism market analysis and research, including previewing and predicting, questioning, inferring the main idea, identifying the overall structure about the tourism market and survey, paraphrasing, summarizing, drawing conclusions from survey of tourism market, and reading critically by using a variety of different kinds of clues. The ultimate goal of the course is to provide students with opportunities to increase their schematic as well as tourism market knowledge, exercise their reading skills, improve their practical ability of survey and tourism marketing and research.

## Language(s) of Instruction

English

## Host Institution Course Number

TOUR130037

## Host Institution Course Title

TOURISM MARKET STUDIES

## Host Institution Course Details

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Tourism

## Course Last Reviewed

2020-2021

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