

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Tourism

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