

## COURSE DETAIL

### TOURISM AND ECONOMY

**Country**

China

**Host Institution**

Fudan University

**Program(s)**

Fudan University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Economics Business Administration

**UCEAP Course Number**

181

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

TOURISM AND ECONOMY

**UCEAP Transcript Title**

TOURISM AND ECONOMY

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

2.00

## Course Description

This course covers key knowledge points in the tourism industry, starting with the overall characteristics of tourism under the trend of globalization. It is structured based on the "Four Major Tourism Characteristic Industries" recommended by the World Tourism Organization (TSA), and includes course designs for the travel agency industry, hotel industry, scenic spots (attractions) industry, and tourism transportation industry. From the perspectives of key customer groups and overall strategy, it provides a detailed analysis of the stage characteristics and development trends of these industries. Subsequently, the course focuses on important supporting related industries such as the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry and the aviation industry.

### Language(s) of Instruction

Chinese

### Host Institution Course Number

GEEC10420

### Host Institution Course Title

TOURISM AND ECONOMY

### Host Institution Course Details

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

### Course Last Reviewed

2025-2026

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