

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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