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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