COURSE DETAIL

CONSUMER PSYCHOLOGY OF TOURISM
Country China
Host Institution Fudan University
Program(s) Fudan University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Psychology Business Administration
UCEAP Course Number 145
UCEAP Course Suffix
UCEAP Official Title CONSUMER PSYCHOLOGY OF TOURISM
UCEAP Transcript Title CONSUMER PSYCH TOUR
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

This course provides a systematic introduction to the key concepts and theoretical frameworks of tourism psychology. It focuses on the psychological and behavioral characteristics of tourists, tourism practitioners, and destination residents. By integrating theory with case-based practice, students will gain a deeper understanding of psychological mechanisms in tourism and learn how to apply them in areas such as product development, service enhancement, and organizational management.

Language(s) of Instruction
Chinese

Host Institution Course Number
BA30068

Host Institution Course Title
CONSUMER PSYCHOLOGY OF TOURISM

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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