

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

[Print](#)