

旅游管理专业培养方案

专业名称与代码：旅游管理 120901K

专业培养目标：

本专业旨在培养德智体全面发展，具有扎实的旅游管理专业理论知识和熟练的旅游工作操作能力，能够在旅游行政管理部门、旅游企业、旅游规划与科研机构及其他旅游相关企业与机构从事行业管理、旅游企业经营管理、旅游规划与设计工作的高素质专业人才。

专业毕业要求：

1. 系统掌握旅游管理学科的基本理论知识；
2. 具有较强的外语口头和文字表达能力，以及良好的人际沟通能力；
3. 具备旅游企业经营管理、旅游行政管理及旅游规划的基本能力，具有旅游管理理论分析与解决问题的能力的基本能力；
4. 熟悉国内外旅游业发展政策、法规及动态，掌握文献检索、资料查询的基本方法，具备旅游研究的基本能力。

毕业要求实现与途径：

序号	毕业要求	实现途径（教学过程）
1	系统掌握旅游管理学科的基本理论知识。	<p>①课堂教学：管理学、宏观经济学、微观经济学、财务管理、管理信息系统、旅游学概论、旅游地学、旅游心理学、旅游经济学、旅游美学、文化旅游等。</p> <p>②课外学习：北戴河旅游教学实习、旅游管理专业综合实习。</p>
2	具有较强的外语口头和文字表达能力，以及良好的人际沟通能力。	<p>①课堂教学：大学英语、旅游英语、旅游语言。</p> <p>②课外学习：自主学习、旅游综合实习、毕业实习。</p>
3	具备旅游企业经营管理、旅游行政管理及旅游规划的基本能力，具有旅游管理理论分析与解决问题的能力的基本能力。	<p>①课堂教学：应用统计学、饭店管理、导游基础、旅行社管理、旅游营销策划、餐饮经营与管理、酒店规划与筹建、旅游区规划与管理、旅游地理信息系统等。</p> <p>②课外学习：教师学术指导、社会实践活动、实习报告。</p>
4	熟悉国内外旅游业发展政策、法规及动态，掌握文献检索、资料查询的基本方法，具备旅游研究的基本能力。	<p>①课堂教学：旅游政策与法规、旅游经济学、生态旅游、文化旅游、世界遗产管理等。</p> <p>②课外学习：学术报告、自主学习。</p>

主干学科：工商管理、应用经济学。

专业核心课程：管理学原理、微观经济学、宏观经济学、财务管理、管理信息系统、市场营销、旅游学概论、旅游地学、旅游心理学、旅游经济学、文化旅游、饭店管理、旅行社管理、旅游区规划与管理、旅游地理信息系统等。

主要专业实验：计算机实验课程、旅游地理信息系统实习、饭店管理实习。

主要实践性教学环节：北戴河旅游教学实习、旅游管理专业综合实习、毕业实习、毕业论文。

修业年限：四年。

授予学位：管理学学士。

相近专业：工商管理、经济学。

Program for Tourism Management

Specialty and Code: Tourism Management 120901K

Education Objectives:

Tourism management aims to cultivate senior professionals in tourism industry with abilities in both professional knowledge and practical operation. They will have the abilities of serving in tourism administrations, operation and management in tourism businesses and have the abilities in teaching and studying in tourism colleges and research institutions and have the abilities of tourism design and planning. In addition, those have abilities in operating and management in tourism-related businesses and organizations.

Graduation Requirements:

1. Master the elementary knowledge and theories of tourism management;
2. Have advanced oral and written English proficiency and the ability to develop a favorable inter-relationship with other people;
3. Have the ability of operation and management in tourism businesses, tourism administrations and tourism planning; furthermore, have the ability to analyze and solve practical problems;
4. Know well about the policies of tourism development in China and the world, master qualitative and quantitative analysis methodologies for tourism management problems; grasp the trends of tourism development; master the basic methods for data analysis and have the basic ability of research and practical work in the field of tourism.

Graduation requirements and ways to achieve:

No.	Graduation requirements	Ways to achieve (teaching process)
1	Master basic knowledge and theories of tourism management.	<p>①Classroom Teaching: Management, Microeconomics, Macroeconomics, Financial Management, Management of Information System, Introduction to Tourism, Tourism Earth science, Tourism Psychology, Tourism Economics, Tourism Marketing.</p> <p>②Out-of-class Learning: Field teaching in Beidaihe, Tourism Comprehensive Practice.</p>
2	Have advanced oral and written English proficiency and the ability to develop a favorable	<p>①Classroom Teaching: College English, Tourism English, Tourism Language.</p> <p>②Out-of-class Learning: Self-Study, Tourism</p>

No.	Graduation requirements	Ways to achieve (teaching process)
	inter-relationship with other people.	Comprehensive Practice, Practice for Graduate.
3	Have the ability to analyze and solve practical problems in tourism businesses and tourism administrations and tourism college.	<p>①Classroom Teaching: Statistics, Introduction of Hotel Management, Basic Knowledge for Tour Guide, Travel Agency Management, Tourism Economics, Tourism Marketing, Management of Food and Beverage, Tourism planning, Tourism Geography Information System.</p> <p>②Out-of-class Learning: Guide for tourism research, Practice Report and Research Presentation.</p>
4	Grasp the trends of tourism development in China and in the world. Have the basic ability in tourism research.	<p>①Classroom Teaching: Tourism Policy and Statute, Ecotourism, Cultural Tourism, Tourism Economics.</p> <p>②Out-of-class Learning: Research Report, Self-Study.</p>

Major Disciplines: Business Administration, Applied Economics

Main Courses: Principles of Management, Microeconomics, Macroeconomics, Financial Management, Management Information System, Marketing, Introduction to Tourism, Tourism Earth science, Tourism Psychology, Tourism Economics, Cultural Tourism, Hotel Management, Travel Agency Management, Tourism Area Planning and Management, Tourism Geographic Information System, etc.

Lab Experiments: Computer; Tourism Geographic Information System; Hotel Management Practice.

Practical Work: Tourism Field Practice in Beidaihe, Tourism Comprehensive Practice, Practice for Diploma, Thesis.

Duration: Four years.

Degree Granted: Bachelor of Management.

Related Specialties: Business Administration, Economics.

旅游管理专业课程教学计划表

Course Descriptions of Tourism Management

课程类别 Classification	课程编号 Code	课程名称 Course Name	学分 Crs	学时 Hrs	学时分类 Class Hours		先修课程 Prerequisite courses	学期学分分配 Semester Credits												
					讲课 Lec.	实验 Lab.		一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th					
通识教育课 Liberal Education Courses	必修 Compulsory	11706200	马克思主义基本原理 Principles of Marxism	3	48	48			3											
		11706500	毛泽东思想与中国特色社会主义理论体系概论 Introduction to Mao Tse-tung Thought and the Theoretical System of Socialism with Chinese Characteristics	4	64	64				4										
		11711800	中国近现代史纲要 The Essentials of Modern Chinese History	2	32	32						2								
		120002*0	思想道德修养与法律基础 Morality Education and Fundamentals of Law	3	48	48				1.5	1.5									
		113076*0	体育 Physical Education	4	144	144				1	1	1	1							
		109116*0	大学英语 College English	12	192	192				3	3	3	3							
		11918902	C 语言程序设计 B C Language Programming (B)	2.5	40	28	12				2.5									
		20805300	管理学科(专业)概论 Introduction to Business Administration	1	16	16				1										
		14300100	军事理论 Military Theory	2	32	32				2										
		选修 Elective	总计 12 学分，含创新创业选修课学分，跨学科选修课不低于 6 学分		12	192														
	小计 Sum		45.5	808	604	12			11.5	12	4	6	0	0	0	0	0	0	0	
学科基础课 Disciplinary Fundamental Courses	212127*2	高等数学 B Advanced Mathematics B	10	160	160				4	6										
	21212802	线性代数 B Linear Algebra B	2.5	40	40						2.5									
	21213502	概率论与数理统计 B Probability and Mathematics Statistics B	2.5	40	40						2.5									
	20809800	旅游学概论 Introduction to Tourism	2.5	40	36	4			2.5											
	20805200	管理学 Management	3	48	48				3											
	20835001	市场营销学 Marketing	2.5	40	40					2.5										
	20815502	宏观经济学 B Macroeconomics	2.5	40	40						2.5									
	20808700	旅游地学 Tourism Earthscience	3	48	40	8				3										
	21006702	微观经济学 B Microeconomics	2.5	40	40					2.5										
	20831602	财务管理 B Financial Management	2	32	32						2									

课程类别 Classification	课程编号 Code	课程名称 Course Name	学分 Crs	学时 Hrs	学时分类 Class Hours		先修课程 Prerequisite courses	学期学分分配 Semester Credits									
					讲课 Lec.	实验 Lab.		一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th		
	20817402	应用统计学 B (后半学期) Applied Statistics	3	48	36	12				3							
	20809700	旅游心理学 Tourism Psychology	2.5	40	40				2.5								
	20805100	管理信息系统 Management Information System	3	48	32	16					3						
	21004102	金融学 B Finance Science B	2	32	32						2						
	2172500	组织行为学 Organizational Behavior	2	32	32						2						
	20812300	文化旅游 Cultural Tourism	2	32	32						2						
	小计 Sum		47.5	760	720	40			9.5	14	15	9	0	0	0	0	0
专业主干课 Main Specialty Courses	20808900	旅游经济学 Tourism Economics	2.5	40	40								2.5				
	20802600	饭店管理概论 Hotel Management	2.5	40	34	6							2.5				
	20808600	旅游地理信息系统 Tourism Geography Information System	2.5	40	20	20							2.5				
	20809400	旅游区规划与管理 Tourism Area Planning and Management	2.5	40	40								2.5				
	20802000	导游理论与实务 Theory and Operation of Tour Guide	2.5	40	34	6							2.5				
	20808500	旅行社管理 Travel Agency Management	2.5	40	40									2.5			
	20810000	旅游语言 Tourism Language	2.5	40	30	10								2.5			
	20822100	餐饮经营管理 Management of Food and Beverage Operation	2.5	40	30	10									2.5		
	20822600	旅游美学 Tourism Aesthetics	2.5	40	40										2.5		
		小计 Sum		22.5	360	308	52			0	0	0	0	12.5	10	0	0
专业选修课 Specialty Elective Courses		具体见专业选修课列表.	18	288													
合计 Sub-total			134.5	2232	1648	104			21	22	23.5	15.5	12.5	10	0	0	0
实践环节 Practical Work	44300200	军事训练 Military Training	2	2周					2								
	41919002	C语言课程设计 B C Language Programming B	1.5	1.5周						1.5							
	40826700	北戴河旅游教学实习 Tourism Field Practice in Beidaihe	2	2周						2							
	40828800	旅游管理专业综合实习 Tourism Comprehensive Practice	16	16周												16	
	40828900	毕业实习 Practice for Graduate	12	12周													12
	40829000	毕业论文(设计) Bachelor Thesis	6	6周													6

课程类别 Classification	课程编号 Code	课程名称 Course Name	学分 Crts	学时 Hrs	学时分类 Class Hours		先修课程 Prerequisite courses	学期学分分配 Semester Credits							
					讲课 Lec.	实验 Lab.		一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th
	小计 Sum		39.5	39.5 周				2	3.5	0	0	0	0	16	18
创新创业学习 Autonomous Learning	ZZ35000S	社会调查 Social Investigation	2												
		其他(学科竞赛、发明创造、科研报告) Others (Contest, Invention, Innovation and Research Presentation)	3												
	小计 Sum		5												
总计 Total			178	2216+39.5 周	1632	104		23	29.5	19	15	12.5	10	16	18
可开出专业选修课列表 Specialty Elective Courses	20801900	导游基础 Elementary of Tour Guide	2	32	32						2				
	20809900	旅游英语 Tourism English	2	32	32					2					
	20810100	旅游政策与法规 Tourism Policies and Regulations	2	32	32						2				
	20806100	海外客源国概论 Introduction to Source Market Countries	2	32	32						2				
	20802400	电子商务 E-Commerce	2.5	40	40						2.5				
	20809600	旅游市场营销策划 Tourism Market Planning	2	32	32						2				
	20822500	酒店规划与筹建 Hotel Planning and Design	2	32	32						2				
	20828700	乡村旅游 Rural Tourism	2	32	32						2				
	20811600	生态旅游 Ecotourism	2	32	32							2			
	20822400	世界遗产管理 World Heritage Management	2	32	32							2			
	20806800	会展旅游 Conference & Exhibition Tourism	2	32	32							2			
	20835400	旅游摄影 Tourism Photography	2	32	32							2			
	20809300	旅游企业人力资源管理 Tourism Human Resource Management	2	32	32							2			
	20809000	旅游景区管理 Tourism Spot Management	2	32	32							2			
20802700	饭店运行实务 Hotel Operation	2	32	24	8							2			

注：通识教育选修课学分、创新创业自主学习学分未列入具体学期。

旅游管理专业课程分类统计

	通识教育课程 Liberal Education Courses		学科基础课 Disciplinary Fundamental Courses	专业主干课 Main Specialty Courses	专业选修课 Specialty Elective Courses	实践环节 Practical Work	创新创业自主学习 Autonomous Learning	学时总计 Total Hour	学分总计 Total Credits
	必修	选修							
学时/ 学分	616/33.5	192/12	760/47.5	360/22.5	288/18	39.5 周 /39.5	5	2216+39.5 周	178
学分所占比例	25.56%		26.69%	12.64%	10.11%	22.19%	2.81%		100%

