

I. Years of Study

Three-Year

II. Medium of Instruction

Chinese

III. Cultivation Goals

Oriented towards career competence and demand for jobs, the college is aimed at cultivating students' Chinese language skills, job skills and professional competence, nurturing unique characteristics such as internationalization, skill upgrading and professionalism in a science-based approach. It works to cultivate high-quality technical and skilled talents who have following qualifications, including having the ability of expressing oneself in Chinese in the workplace and cross-cultural communication, mastering certain etiquette and humanistic qualities as well as capabilities of meeting the needs of production, construction, management, and service sectors that directly faces customers. At the same time, students shall have a certain understanding about Chinese traditional culture and history of humanity.

IV. Major Courses

No.	Title of the Course	Main Content of the Course	Credit Hours and Credits	Semester
1	Overview of China's Tourist Source Countries	The course gives an overview of the six major tourist areas in the world, the development history, political system, economy and culture, religious belief, living habits, folk customs, tourism resources and languages of countries such as U.S., U.K., Canada, France, Germany, Japan, South Korea, Australia, Singapore, Malaysia and Thailand, as well as regions including Hong Kong SAR, Macao SAR	32 credit hours 2 credits	1

		and Taiwan.		
2	Hotel Financial Management	The course helps students acquire the core knowledge of hotel management, namely comprehensive economic management work that organizes the hotel's financial activities and handles its financial matters. It enables students to learn and understand the knowledge of hotel financial management, which will play an important role for possible engagement in hotel management sector in the future.	32 credit hours 2 credits	1
3	Leisure Activity Planning and Management	The course enables students to master the writing principles, contents, specifications, process, program evaluation of leisure activity planning, so that they can independently draw plans for leisure activity projects, including cultural and leisure activities, performance activities, sports and leisure activities, festival celebrations, matches and events.	48 credit hours 3 credits	1
4	Convention Services and On-Site Management A	Through systematic understanding about the knowledge of convention services and on-site management, the course enables students to improve the overall quality and comprehensive ability of convention services and on-site management, so as to lay a foundation for possible engagement in the sectors of convention services and on-site management in the future.	32 credit hours 2 credits	2
5	Tourism Marketing	The course introduces basic concepts of tourism marketing, environmental analysis in tourism marketing, market research and forecasting, market segmentation and target market positioning and marketing strategy, 4P strategy, tourism promotion and advertising, tourism business promotion and personal selling, tourism public relations and tourism corporate branding.	48 credit hours 3 credits	2
6	Tourism Resources and	The course introduces general knowledge about the subject, overview of several	48 credit hours	2

	Development	tourism resources, characteristic and potential tourism resources, division of tourism resources in China and the world, as well as protection, investigation, evaluation and development rules of tourism resources.	3 credits	
7	Travel Agency Management	The course helps students acquire knowledge about travel agencies, including the establishment, market research and tourism product design, marketing management, service management, internal operation management, information and network technology management, as well as financial management.	32 credit hours 2 credits	3