

# **The Training Program of B.A. in Tourism Management**

Professional code:

## **1 Objective**

The aim of the Undergraduate (Bachelor's Degree) Program of Tourism Management for International Students is to cultivate advanced cross-cultural specialists in Tourism Management who would have the systematic and solid professional knowledge, comprehensive and skilled language skills, and can participate in and promote the friendly relationships and cooperation between China and their home-country. Through four years of professional study and practice, the graduates are expected to master in the basic theories, like Economics, Management and Marketing, and the professional courses, like Tourism Service Management, Travel Service Management and Tourism Industry Management. The graduates would have a good ability of cross-cultural communication, proficient in Chinese traditional culture, and familiar with operation rules of tourism industry. The graduates are competent at the work of tourism administration management, tourism management of scenic spot, operation management of tourism enterprises, hotel top management, hotel investment consulting and planning, tourism project consulting and development planning, tourism marketing, exhibition planning, marketing management and other aspects of tourism professional work under the cross-cultural background. Also, the graduates are expected to have the ability to start a self-employment career

## **2 Admission requirements**

### **(1) English**

IELTS score should not be less than 6.0, or TOEFL score should not be less than 75, or pass the English Entrance Test organized by JUFE.

### **(2) Mathematics**

Students should have acquired the mathematical knowledge and mastered certain mathematical tools at high school level, such as Algebra, Geometry, etc.

## **3 Training characteristics**

### **(1) Close docking industry development practice**

Relying on the good cooperative relationship with tourism organizations in Jiangxi Province, we can realize the goal of "studying in JUFE, free to visit Jiangxi", which can make the students learn in travel trip (specifically through the field works curriculums), and forming a good situation that interacting travel and study perfectly.

### **(2) Strengthen the integration of finance and economics**

Fully rely on JUFE's advanced disciplines of finance and economics, focusing on tourism investment and financing, tourism marketing planning, Tourism Enterprises Management and other professional frontier areas, forming the training system distinctive characteristics, outstanding advantages and strong discipline foundation.

### **(3) Highlight the cultivation of students' practical ability**

Firstly, building a comprehensive professional practice and training system, helping students gradually change from professional cognition to professional training, make sure each semester students can go deep into the development of tourism industry practice. Secondly, strengthen school-enterprise cooperation, broadening the lateral communication of students and industry development through "the industry elites enter the classroom" and "student training in the enterprise". Thirdly, to meet the needs of industrial development, we construct a research community of teachers and students through the academic tutorial system, which can serve the tourism development of Jiangxi and even Chinese tourism industry.

### **(4) Focusing on the training of innovative and entrepreneurial talents**

Based on the platform of scientific research and tourism entrepreneurship alliance, with the undergraduate academic tutorial system and the undergraduate entrepreneurship guidance system as the concrete implementation paths, jointly creating a research community between teachers and students and a network of student entrepreneurship which could enhance students' creativity, innovation and Entrepreneurship

#### 4 Prospects

According to the employment situation of the past graduates of the program B.A. in Tourism Management, the graduates of this major are expected to be engaged in the work of tourism administration management, tourism management of scenic spot, operation management of tourism enterprises, hotel top management, hotel investment consulting and planning, tourism project consulting and development planning, tourism marketing, exhibition planning, marketing management and other aspects of tourism professional work under the cross cultural background. Also, the graduates are expected to have the ability to start a self - employment career.

#### 5 Degree structure

The length of B.A. in Tourism Management is 4 years, but it could be flexible. Students can graduate in advance if they have completed the required credits and have completed the training program, but the length of schooling shall not be less than 3 years. Those who have not completed the credits or completed the training program could choose to extend their study, but the length of schooling shall not exceed 6 years. Students are allowed to start up their own businesses, while JUFU can keep their names on the books.

Students who have met the requirements for graduation will be granted a Bachelor's degree of Arts in Management (i.e., B.A. in Management).

#### 6 Core courses

Core courses include: Introduction to China、Microeconomics、Principles of Management、Tourism、Tourism Service Management、Tourism investment and financing management、Tourism Chinese、Tourism Marketing、Travel Agency Management、Tourism Destination Development and Management 、International Tourism E-commerce、Chinese Tea Culture and Tea Art、Chinese Tourism Geography、Tourism Enterprises Strategic Management、Hotel Management Practice、Tourism Economics 、Eco-Tourism、Cross-cultural Management、Tourism Planning、Festival and Exhibition Management, etc.

#### 7 Requirements for graduation

Students of this program shall study various courses according to the requirements of the training program. The minimum credits of this program are 120 for graduation. For the credit requirement and distribution of each course module, please refer to Table 1.

#### 8 Curriculum

The curriculum of all courses and each semester's teaching plan, please refer to The Guiding Teaching Plan of B.A. in Tourism Management 2019.

Table 1 Credit Requirement for B.A. in Tourism Management 2019

Course		Credit		%
Credit Requirement		120		100
Liberal Course	Compulsory	32	44	36.67
	Optional	12		

General Platform Course	Compulsory	19	22	18.33.
	Optional	3		
Major Course	Compulsory	30	54	45.00
	Optional	24		