

## 旅游管理 Tourism Management

### 一、培养目标 Training Objectives

旅游业是国民经济和现代服务业的重要组成部分，也是近 10 年中增长最快的产业之一。应对旅游业发展的良好前景，本专业培养适应我国经济和社会需要的，具备管理、经济、法律等相关学科的专业知识和能力，熟悉旅游业经营与管理业务，具有国际视野和创业创新精神，能够在旅游行政管理部门、旅游社、饭店、景区、休闲会展机构、邮轮、中职技校等单位从事旅游管理与服务、中外文导游、旅游开发策划、旅游教育等工作的高素质应用型人才。

Tourism is an important component of the national economy and modern service industry, and it is also one of the fastest growing industries of China in the past 10 years. In response to the prospects of the development of tourism industry, this major aims to cultivate high-quality applied talents who can adapt to China's economic and social needs, possess professional knowledge and ability related to such subjects as management, economy, law and the like, be familiar with the operation and management of the tourism industry, have international vision, entrepreneurship, creative spirit and the ability to be engaged in such work as tourism management and service, tour guiding in Chinese and foreign languages, tourism development and planning, tourism education and the like in tourism administrative departments, tourist agencies, hotels, scenic spots, leisure exhibition institutions, cruise ships, secondary vocational schools and so on.

### 二、基本规格 Basic Specifications

要求学生系统掌握旅游管理方面的基本理论和基本知识，受到旅游经营管理方面的基本训练，具有分析和解决旅游管理、开发等问题的基本能力。具体包括如下：

Students are required to systematically master the basic theories and basic knowledge of tourism management, get basic training of tourism operation and management and have the basic ability to analyze and solve the problems of tourism management and development. Details are as follows:

掌握现代管理理论和旅游管理专业的基本理论知识；

To master modern management theory and basic theoretical knowledge of Tourism Management;

熟悉旅游业务和我国关于旅游业发展的方针、政策和法规；

To be familiar with the tourism business and the principles, policies, laws and regulations concerning the development of China's tourism industry;

掌握有关旅游管理问题研究的定性和定量分析方法；

To master the qualitative and quantitative analysis methods related to tourism management;

能正确把握旅游管理专业的科学体系，具有运用所学的旅游管理知识分析和解决问题的能力；

To correctly grasp the scientific system of tourism management and have the basic ability to analyze and solve problems by using the knowledge of tourism management;

了解旅游管理学科专业的理论前沿和发展动态，并具备适应工商管理、市场营销等相邻专业的基本能力和素质；

To understand the theoretical frontier and development trends of related subjects in the major of Tourism Management and have the basic ability and quality to be engaged in Business Administration, Marketing and other correlative majors;

掌握文献检索、资料查询的基本方法，具有一定的科学研究和实际工作能力。

To master the basic methods of document search and data inquiry and have certain ability of scientific research and practical work;

有较强的调查研究与决策、组织与管理、口头与文字表达能力，具有独立获取知识、信息处理和创新创业的基本能力；

To develop strong ability in research and decision making, organization and management, oral and written expression and have basic ability in independent knowledge acquisition, information processing and entrepreneurial innovation;

较熟练地掌握一项或者多项旅游企业上岗的实际操作业务；

To be more proficient in one or more work related to actual business operation in tourism enterprises;

较熟练地掌握一门外语。具有听、说、读、写、译的基本能力，并能利用现代计算机和网络技术开展工作。

To master a foreign language skillfully and develop the basic ability of listening, speaking, reading, writing and translating, and can carry out work with the use of modern computer and network technology.

### 三、学制与学位 Length of Schooling and Degree

#### 1. 学制与修业年限 Length of schooling & Study duration

标准学制为四年，在校修业年限四年制为 3-6 年。

The standard length of schooling is four years. Study duration can be 3-6 years.

#### 2. 最低毕业学分和授予的学位

##### Minimum Credits for Graduation and the Degree Awarded

最低毕业总学分为 160 学分，授予管理学学士学位。

The minimum credits required for graduation is 160 credits; Bachelor's Degree in Management will be awarded.

### 四、主干学科和主要课程 Main Subjects and Main Courses

主干学科：专业涵盖学科一般不超过 3 个。

Main Subjects: The number of subjects covered by this major will be no more than 3.

学科课程：大学英语 I - II，4-6 门专业课程。学生修读学位课程的学分绩点须达到《湖州师范学院学士学位授予条例》中规定的最低要求，方可获得学士学位。

Subject courses: College English I-II, 4 to 6 professional courses. Students who take degree courses must meet the minimum requirement for credit point specified in the *Regulations on Bachelor's Degrees of Huzhou University*, thus he/she can obtain a Bachelor's Degree.