

Zhejiang Gongshang University



Master Program of Tourism Management

Program Objectives

The Program of Master of Tourism Management aims to cultivate high-end compound tourism professionals who have good moral characters, international view, and solid bases of theoretical knowledge, high level of professional skills, excellent management qualities and innovation abilities.

Research Directions

Master program in Tourism Management aims to equip students with a solid and deep theoretical foundation, fluently English and management competencies.

There are six research directions as below:

- A) Transformation and industrial upgrading of tourism enterprises:
- B) Tourism Economy and Management:
- C) Urban and Rural Tourism Planning and Management:
- D) Tourism Destination Development and Management
- E) Tourism Resources and Heritages Protection and Management
- F) International Hospitality Management:

Main Courses

Tourism Transformation Theories and Practices, Tourist Decision - making Methods and Statistical Analysis, Tourism Economic Analysis, Tourism Planning Theories and Methods, Research of Travel Agency Operation and Management , Hotel Business Management, Attractions Management, Application and Management of Wisdom Tourism, Tourism Planning Techniques and Case Studies, Exhibition and Festival Management, Theory and Research Methods of International Tourism Management, Hotel Management and Case Studies, Investment and Management of Tourism Projects ,and so on.

Faculty

There are 34 qualified and competent faculty members in the school. The academic staffs have a wide range of research interests and have been involved in several major research projects sponsored by government. More than 90 percent of teachers hold doctorate degrees and more than 50 percent of faculties have the oversea studying or working experience. There are three doctoral supervisors and 20 master tutors. There are 8 professors; 13 associate professors, including 2 second level selected candidates of Zhejiang Province "151 Talents Project"; 2 Zhejiang young discipline leaders.

Length of Study: 2.5 years

Required Credits: Thirty-three credits are required

Certificate of Graduation and Degree

Qualified students will be granted certificates of graduation and Master Degree of Management.

Instruction Language

- All the courses are delivered in English except some of Chinese language courses.
- Dissertation is required to be written in English