



北京第二外国语学院  
BEIJING INTERNATIONAL STUDIES UNIVERSITY

旅游管理 Tourism Management 주요 커리큘럼 (중국어로 수업, 3 년제)

전공 필수 과목 : 旅游学基础理论研究 Study on Tourism Basic Theories,

旅游营销研究 Study on Tourism Marketing,

旅游政策与规制研究 Study on Tourism Policies and Regulations,

旅游财务管理与资本运营 Tourism Financial Management and Capital Operation

전공선택 과목 :

旅游经济与发展战略 Tourism Economy and Development Strategies,

休闲与新业态 Leisure and New Formats,

旅游目的地基础理论 Basic Theories of Tourist Destination,

旅游管理理论前沿专题 Current Topics on Tourism Management Theories,

旅游目的地开发与管理 Tourist destination Development and Management,

旅游规划理论与实践 Theory and Practice of Tourism Planning,

旅游规划设计技术与方法 Design Skills and Methods of Tourism Planning,

旅游影响研究 Study on Tourism Influence,

旅游目的地管理与旅游规划专题 Tourist Destination Management and Tourism Planning

旅游促销与广告 Tourism Marketing and Advertising,

旅游消费者行为研究 Study on Tourism onsumer Behaviors,

旅游电子商务 Tourism E-Commerce,

旅游分销渠道研究 Study on Tourism Distribution Channel