



华中师范大学
CENTRAL CHINA NORMAL UNIVERSITY

华中师范大学

旅游管理全英文硕士专业

MASTER OF TOURISM MANAGEMENT PROGRAM, CCNU

宣传材料

PROMOTIONAL MATERIAL



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I Introduction

I Introduction

Central China Normal University (CCNU) has offered the tourism management major to students for over 30 years, in what is now the College of Urban and Environmental Planning. In 2005, the College began offering a Master's degree in Tourism Management emphasizing areas such as tourism and regional development, tourism resources and the environment, tourism development and planning, and tourism enterprise management. In 2012, the College expanded its graduate program to include a doctoral degree in human geography with the research direction of tourism geography. Prominent teaching, research and social service outcomes of the faculty, administration and students, now carry a strong influence at home and abroad.

Chinese tourism continues growing rapidly, representing the world's largest outbound tourism market in terms of visitor numbers and overseas expenditures. Chinese travel trends have thus changed global economic patterns and will continue influencing the future of the world's economy. In this context, CCNU's College of Urban and Environmental Planning began offering a Master of Tourism Management Program (MTM) in English for international students in 2015.

The MTM Program at CCNU offers intellectually outstanding international students the opportunity to learn more about the world's largest tourism market, the Chinese tourism industry, Chinese culture, and professional tourism skills while engaging in independent research around issues of personal interest. The program provides helpful training for those pursuing more in-depth academic work and for those interested in learning about Chinese tourism. It is designed especially to benefit those seeking to specialize in particular areas of tourism, those hoping to develop a China-oriented career in China or in other countries, and those desiring to experience China's tourism development and to broaden their intellectual horizons.

The MTM curriculum is standardized on the basis of tourism research theories and methods. The cutting-edge, international and local features of the curriculum highlight scientific frontiers in tourism that inform both professional and academic pursuits. The MTM program faculties at CCNU have strong international backgrounds involving numerous international (scholarly) exchanges and visits, excellent English

skills and teaching & research ability. The research platform of this program is first-class in China, incorporating the only university-based branch of China's National Tourism Administration (i.e., Wuhan Branch of the China Tourism Academy, established in 2010 at CCNU).

The program's foundation of international exchange is similarly strong, incorporating advanced tourism management concepts, ideas and methods through cooperative teaching, research and conferences with Colorado State University, Carleton University, Kean University, and others. In this way, the MTM program applies international context and principles to understand tourism holistically – as a system of that integrates diverse disciplines, research-based innovation, and practical needs. Considering the international tourism market and student employment demand, the MTM curriculum is thus practical and applicable to a wide range of tourism-related employment fields. Using a systematic teaching structure, diverse teaching methods and abundant teaching resources, the MTM program provides students with valuable learning and networking opportunities in this dynamic, globally significant industry

II Enrollment Plan

30 students in 2019

Please visit website: http://cta-wh.ccnu.edu.cn/MTM_Overseas_qy_.htm

III How to Apply

III How to Apply

i Application Requirements

Applicants must be:

1. non-Chinese citizens;
2. Physical condition should meet the requirements of physical examination stipulated by the state and enrollment unit;
3. should usually have a bachelor's degree recognized by ministry of education of the People's Republic of China;
4. under the age of 40 (Age limit is flexible for healthy applicants with certain work experience and high academic ability);
5. English language proficiency certificate (IELTS 6.5 or above, TOEFL 95 or above, or other official English certificate recognized by China).

ii Application Process

Registration Website: <http://isao.ccnu.edu.cn>

Please visit school website: <http://is.ccnu.edu.cn/info/1017/1094.htm>

iii Application Documents

1. Highest degree of education (notarized copy)
2. Transcript (notarized copy)
3. Study plan
4. Two recommendation letters
5. Copy of passport
6. Photo (20-80K, with blue background)
7. English language proficiency certificate (IELTS 6.5 or above, TOEFL 95 or above, or other official English certificate recognized by China).

Please visit school website: <http://is.ccnu.edu.cn/info/1017/1094.htm>

iv Tuition Fee and Scholarship

1. Tuition Fee

Tuition Fee: RMB 28000 / Per Year, the total tuition for the MTM program is RMB 84000 (3 years).

2. Accommodation Fee (see tab.1)

3. Scholarship

Please visit:

http://is.ccnu.edu.cn/SCHOLARSHIP1/Chinese_Government_Scholarship.htm

(1) Chinese Government Scholarship — Postgraduate Study Program

For more information, please visit: www.csc.edu.cn/laihua.

(2) Sino-American Cultural Exchange Scholarship

For more information, please visit: www.csc.edu.cn/laihua.

The application for Chinese Government Scholarship is from **February to March**.

(3) CCNU Scholarship for new student

The application for CCNU Scholarship is from **May to June**.

For more information, please visit:

http://is.ccnu.edu.cn/SCHOLARSHIP1/Chinese_Government_Scholarship.htm

Tab. 1 Accommodation type and fee for international students, CCNU

Accommodation Fee per month	Housing Location	Single Room	Twin Room	Amenities
	CICE Dorm	1200 RMB	900 RMB	Air conditioner, TV, Internet, Bathroom, Card Telephone, Public Kitchen & Laundry Room
		Triple Room	Quad Room	
		600 RMB	450 RMB	
	Off Campus	1000-1500 RMB per month		1-3 room apartments

Please visit school website: http://is.ccnu.edu.cn/ADMISSION1/Fee_structure.htm

IV About MTM-Overseas Program, CCNU

IV About the MTM-Overseas Program, CCNU

i Credit System

Course Credit: 36 credits

Program Duration: 3 years (Full-time)

ii Curriculum (see tab.2)

iii Curriculum Introduction (see Appendix 1)

iv Graduation Requirements

1. Completing **36** course credits;
2. Completing graduation dissertation and pass the thesis debate;

V Contacts

Email: cice@mail.ccnu.edu.cn or wuhancta@163.com

Tel: +86-27-67865209/ 67865607 /67862786

Fax: +86-27-67863760/67866427

Program Introduction Website: http://cta-wh.ccnu.edu.cn/MTM_Overseas_qy_.htm

University Website: <http://cice.ccnu.edu.cn>

Registration Website: <http://isao.ccnu.edu.cn>

Our Address: 152 Luoyu Avenue, Wuhan, Hubei Province, China College of
International Cultural Exchange, Central China Normal University
Or 152 Luoyu Avenue, Wuhan, Hubei Province, College of Urban &
Environmental Science , Central China Normal University

Postal Code: 430079

VI Faculty (see Appendix 2)

Tab. 1 Curriculum of MTM Program

Program Structure	Number	Course No	Course Name	Credit	Teacher
Compulsory Courses (6 courses, 18 credits; course practice, 4 credits)	1	6501202032001	Tourism Principles and Practice	3	Jing Hu
	2	6501202032002	Tourism Research Methods	3	Shaowen Cheng
	3	6501202032003	Tourism Policy and Regulation in China and abroad	3	Huafang Qiao
	4	6501202032004	Tourism culture in China and Abroad	3	Yijin Wu
	5	6501202032005	Tourism Marketing	3	Jian Gong
	6	6501202032006	Tourism Destination Management	3	Jing Hu
	7	6501202032007	Teaching process, scientific research and management practice, academic activities	4	Tutors
Optional Courses (7 courses at least, 14 credits at least)	8	6501202032008	Tourism Behavior Research	2	Yan Li
	9	6501202032009	Sustainable Tourism Development	2	Shuangyu Xie
	10	65012020320010	Tourism Economics Analysis	2	Juan Feng
	11	65012020320011	Tourism Geography in China	2	Xiaofang Wang
	12	65012020320012	Heritage Protection and Tourism Development	2	Yajuan Li
	13	65012020320013	Tourism Informatization in China	2	Jian Gong
	14	65012020320014	Tourism Development Strategy	2	Juan Feng
	15	65012020320015	International Hospitality Management	2	Xiang Zhang
	16	65012020320016	Current Issues in Hospitality and Tourism	2	Lecture Series
	17	65012020320017	Service Management and Innovation	2	Yan Li

Appendix

Appendix 1 Curriculum Introduction

Appendix 2 Faculty

Appendix 1 Curriculum Introduction

1 Tourism Principles and Practice

Subject Name	Tourism Principles and Practice
Subject Code	6501202032001
No. of Credits	3 Credits
Total Contact Hours	48 Hours
Prerequisite	None

Tourism is one of the largest industries in the world. It is a vast system consisting of several sectors with tourists, attractions, hotels, travel agencies and tour operators constituting the greater bulk. The course is an introduction to the principles and theory in Tourism. It also provides a basic understanding of the structure, nature and operating characteristics of tourism as an industry. As much as it offers an overview to the study of tourism it deals with, more importantly with the investigation of the different perspectives in Tourism as a phenomenon, as a field of study or research and as an industry.

This course, Tourism: Principles and Practice, is an in-depth study of worldwide travel, transportation, and tourism. It covers resource allocation, technology and social, organizational and technological systems.

At the end of this course, students will be able to:

- review the general and comprehensive overview of the principles and theories of Tourism through partaking in active, rationalized and advance levels of enquiry;
- identify and examine the nature of the tourist product as well as the motivations of the people to travel;
- participate willingly and actively in activities, in and out the institution, which aims to see the different implications of tourism in society, economy and environment.

Assessment

Assignment	Points	Weight
Discussion Exercises (Team-based, 5@40 point each)	200	25%
Case Studies (Individual-based, 2 @ 50 points each)	100	12.5%
Oral Presentations (Team-based, 3@100 point each)	300	37.5%
Literature Reading (Individual, 1@00 point each)	100	12.5%
Investigation Report (Team-based, 1@100 point each)	100	12.5%
Total	800	100%

2 Tourism Research Methods

Subject Name	Tourism Research Method
Subject Code	6501202032002
No. of Credits	3 Credits
Total Contact Hours	48 Hours
Prerequisite	None

< Tourism Research Methods is a key compulsory course for Master of Tourism Management Program (abbr. MTMP) at Central China Normal University (CCNU). This course focuses closely on quantitative research methods (particularly statistical analysis techniques) appropriate for tourism planning, management practice and tourism research.

This course aims to develop students' skills of research designing, data collection, data analysis and reporting results. By taking this course, students are required to design and implement their survey on specific tourism topics, and students should be capable of making full use of statistical techniques including descriptive, Chi-square test, T test, ANOVA, regression analysis, cluster and factor analyses and so on for tourism management practice and research purpose.

Assessment

Homework	Score	Weight
quiz (Individual , 5Times , 5@20 point each)	100	40%
Questionnaire Design (Team-based , 1@100 point each)	100	20%
Statistics analysis report (Individual , 1@100 point each)	100	40%
Total	300	100%

3 Tourism policy and regulation in China and abroad

Subject Name	Tourism policy and regulation in China and abroad
Subject Code	6501202032003
No. of Credits	3 Credits
Total Contact Hours	48 Hours
Prerequisite	None

According to graduates majoring on tourism management, it is essential to introduce the role of tourism law and governance in China and abroad. This course provides a comprehensive overview of the development of tourism policy and regulation in

China and abroad, particularly those Chinese tourism policies after Reform and Opening-up Policy in 1979. The course discusses the theoretic basis and framework of tourism policies, and explains several important tourism policy and regulation in China and abroad. The characteristics and trends of policy and regulation in China and abroad are also provided based on solid and systematic analysis. This course provides a comprehensive overview of the development of policy and regulation in China and abroad, and explores the main international tourism policies, characteristics, effects, trends and challenges.

This course aims to develop students' understanding of policy-making in tourism. It further aims to highlights current issues influencing the strategic implementation of policy and regulation in tourism.

At the end of this course, students will be able to:

- Understand the role and function of policy and regulation in tourism.
- Compare and contrast different national approaches to tourism policy-making.
- Describe and understand the principles, practices and philosophies of policy making in tourism.
- Identify and debate the key issues facing tourism policy-makers
- Confidently execute a field study, as part of a team, managing learning tasks both independently and in conjunction with others
- Reflect on the learning experience and begin to advocate best practice ideas in tourism policy-making.

Grading

Assignment	Points	Weight
Discussion Exercises (Team-based, 5@40 point each)	200	25%
Case Studies (Individual-based, 2 @ 50 points each)	100	12.5%
Oral Presentations (Team-based, 3@100 point each)	300	37.5%
Literature Reading(Individual, 1@100 point each)	100	12.5%
Investigation Report(Team-based, 1@100 point each)	100	12.5%
Total	800	100%

4 Tourism Culture in China and abroad

Subject Name	Tourism culture in China and abroad
Subject Code	6501202032004
No. of Credits	3 Credits
Total Contact Hours	48 Hours
Prerequisite	None

This course combines with practical and theoretical which can provide students with deeper understanding of tourism culture about China and the United States. This course firstly introduces the differences in culture tradition and customs, then focus on the difference on tourism consciousness, tourism motivation and tourism behavior and their origins. Based on those, make suggestions for the development of tourism.

The teaching purpose and requirements:

- Comprehend the origin and cultural characteristics about China and the United States based on the concept of culture.
- Comprehend the difference on values, intercourse etiquette, religious cultural and historical geography between China and the United States
- Grasp the difference on tourism consciousness, tourism motivation and tourism behavior between two countries tourists.
- Grasp the origin that make China and the United States tourism culture difference.
- Focus on differences between Chinese and the United States tourism culture and their impact of cultural differences on Chinese tourism industry
- Analysis tourism development strategy under the background of tourism culture diversity.

Assessment

Students will be evaluated on day-to-day class work (30%) and final test scores (70%) .

Day-to-day class work: the performance in classroom, assignments and some of the quizzes will be based on questions at the end of each chapter and students attendance.

Final examination : The general examination shall be a closed book examination consisting of fundamental theory examination and practical problem solving.

Full marks: 100 points

Grades: A (90.0—100.0 points); B (80.0—89.9 points);
C (70.0—79.9 points); D (60.0—69.9 points);
E (Below 60 points)

5 Tourism Marketing

Subject Name	Tourism Marketing
Subject Code	6501202032005
No. of Credits	3 Credits
Total Contact Hours	48 Hours
Prerequisite	None

This course will enable students to understand the Tourism Destination marketing process. Although the basic concepts of tourism marketing are similar to marketing concepts, tourism has its own unique characteristics, which provides many valuable opportunities for the study and research of tourism marketing industrial characteristics. This course is a comprehensive study of tourism marketing activities from the perspective of tourism products and services.

Assessment

Attendance (10%)、assignment (10%)、team discussing and team assignment (30%)、course thesis (50%)

6 Tourism destination management

Subject Name	Tourism destination management
Subject Code	6501202032006
No. of Credits	3 Credits
Total Contact Hours	48 Hours
Prerequisite	None

Integrating theory and practice, Destination Development and Management is aimed to introduce the basic theories and methods of development and management of tourism destination comprehensively and systematically. This course is divided into 8 chapters which are grouped into two parts. The first part focuses on the introduction of theories, which includes concepts, classifications, elements, basic characteristics and spatial structures of tourism destinations. Then expounds basic theories and methods of tourism destination marketing, management and crisis countermeasures. In order to help students better understand theories and methods introduced in the first part, the second part emphasizes empirical analysis through case study and field research. All the materials used in this part were carefully selected according to their practical representativeness and timeliness.

By taking this course, students will be able to:

- Articulate the concepts, classifications, elements and other basic components of the tourist destination.

- State the basic theories and methods of the development of tourism destination.
- Describe the process of tourism destination development.
- Coordinate the tourism destination stakeholders demands.
- Apply the daily management and crisis management to ensure tourism destination to operate effectively.
- Present the basic ideas of tourism destination marketing.
- Organize the marketing plan of tourism destination.
- Explain the model of tourism destination competitiveness evaluation.
- Respond to the tourism destination crisis.

Assessment

Assignments	Points	Weight
Literature reading summary (Individual-based, 5 @ 20 points each)	100	30%
Basic knowledge test(Individual-based, 1 @ 100 points each)	100	20%
Case analysis section assignment(Team-based, 1@ 100 points each)	100	25%
Research and analysis report(Team-based , 1 @ 100 points each)	100	25%
Total	400	100%

7 Tourism Behavior Research

Subject Name	Tourism Behavior Research
Subject Code	6501202032008
No. of Credits	3 Credits
Total Contact Hours	48 Hours
Prerequisite	None

“Tourist Behavior” is aimed to examine tourist behavior from both theoretical and practical perspectives. The study of tourist behavior has utility for students who plan to have a career in the tourism sector. It is important that different stakeholders within the tourism industry (state institutions, business owners, tourism marketers, service employees, and even tourists) understand tourist behavior and the ramifications of this behavior. Research that explores tourist behavior can be used to develop sound tourism policy and better tourism products.

The course will explore a wide array of themes and issues related to tourist behavior. To start, different models of tourist behavior and motivation will be discussed. The study of these models raises important questions. Why do tourists travel? What inspires tourists to undertake certain types of travel? What variables influence the

choices and decisions made by tourists? The course also reviews different ways to classify tourists. What sorts of typologies are used by researchers to classify tourists? To what extent can we identify different market and their behavior. Why do certain types of tourists behave in certain ways? What factors, for example, shape the behavior of senior vacationers, disabled tourists, or adventure tourists? It is hoped that students, once they complete the course, will appreciate the study of tourist behavior and its importance to the tourism industry.

Assessment

Assignments	Points	Weight
Literature reading summary (Individual-based, 5 @ 20 points each)	100	30%
Mid-semester test(Individual-based, 1 @ 100 points each)	100	30%
Final essay(Individual-based , 1 @ 100 points each)	100	40%
Total	300	100%

8 Sustainable Tourism Development

Subject Name	Sustainable Tourism Development
Subject Code	6501202032009
No. of Credits	2 Credits
Total Contact Hours	32 Hours
Prerequisite	None

Tourism is one of the largest industries in the world and travel and recreation has become one of the necessities of modern people's daily life, and even many countries gain income mainly from the development of tourism industry. While it brings multitude benefits to economy, social development, tourists and local residents in destinations, and communication between different countries and areas, many problems have also occurred or are occurring. Some precious natural resources have been destroyed, some local residents have resisted tourists from all over the world and the peaceful environment has been disturbed, and some destinations have even realized that they have not got much from the coming of tourists. So the sustainable development and management of tourism deserve attentions not only from the industry, local government but also from academia. Therefore, it is important and necessary to understand the impacts and threaten and find solutions to sustain the sustainable development of tourism.

This course is designed to provide an understanding of the concept of sustainable

tourism. Theories, practices, history, terminology and issues in sustainable tourism planning and management will be examined in the context of sustainable livelihoods. Additionally, a comprehensive survey of sustainable tourism components: motives and behaviors of tourists, natural resources as attractions and destinations, social and resource responsibility, establishing policies and principles for sustainability will be covered from a systematic thinking perspective. The exiting techniques and methods, such as Tourism Carrying Capacity, Limit of Acceptable Change, Recreation Opportunity Spectrum, to manage tourism impacts will also be introduced and discussed. The course will culminate with a case study to apply principles and methods learned during the course to evaluate the sustainability of a tourism destination area.

Assessment

Assignments	Points	Weight	Final points	Module
Literature reviews (Individual-based, 3@100 points each)	300	15%	45	1, 4, 6
Discussion exercise (DE) assignments (Team-based, 3@100 points each)	300	15%	45	2, 5, 8
Oral Presentations (Team-based, 2@100 point each)	200	30%	60	3, 7
Case study and poster presentation	100	40%	40	All
Total	900	100%	190	

9 Tourism Economics Analysis

Subject Name	Tourism Economics Analysis
Subject Code	6501202032010
No. of Credits	2 Credits
Total Contact Hours	32 Hours
Prerequisite	None

Welcome to Tourism Economics Analysis. Recreation, leisure and tourism continue to provide a fascinating field of study for economists. This course will help students to understand what has happened over the course of economic business cycles to prepare for what may happen in the future.

The aim of this cause is that of offering those involved in the business of recreation, leisure and tourism an understanding of the practicalities of economics. To support this aim, real-world examples is emphasized in this course rather than economic theory for theory's sake.

The key themes of the course focus on a series of questions:

- How is the provision of leisure and tourism determined?
- Could it be provided in a different way?
- How are organizations affected by the competitive and macroeconomic environments?
- What are the economic impacts of leisure and tourism?
- What are the environmental impacts of leisure and tourism?
- How can economics be used to manage leisure and tourism?
- How has economics failed recreation, leisure and tourism?

10 Tourism Geography in China

Subject Name	Tourism Geography in China
Subject Code	6501202032011
No. of Credits	2 Credits
Total Contact Hours	32 Hours
Prerequisite	None

This course takes the interaction between tourism activities and geographical environment as the research object. In the form of regional geography, it shows the spatial supply -- demand situation, regional tourism spatial structure and evolution of China and its regional tourism, and reveals the role of China's tourism in the region, as well as the spatial planning and layout of China's tourism industry. And it is systematic in content, rich in materials, with distinctive viewpoints and strong interest, which is a course combining theoretical study and practical application.

Assessment

Assignments	Points	Weight
Literature reading (5*20 each person)	100	25%
Case study report (1*100 each group)	100	20%
Research study report (1*100 each group)	100	25%
Knowledge quiz (1*100 each person)	100	30%
Total	400	100%

11 Heritage Protection and Tourism Development

Subject Name	Heritage Protection and Tourism Development
Subject Code	6501202032012

No. of Credits	2 Credits
Total Contact Hours	32 Hours
Prerequisite	None

<Heritage Protection and Tourism Development> is aimed to introduce the basic theories and method of heritage protection and utilization comprehensively and systematically. Tourism development has become the best and favorable way nationally and internationally. But how to protect heritage sustainably with tourism development is an important issue which needs to be considered. In this course will be learned from two parts. One part focuses on the conception and theories of heritage, which includes concepts, classifications, elements, basic characteristics and spatial structures of heritage tourism destinations. In order to help students better understand theories and methods introduced in the first part, the second part emphasizes empirical analysis through case study and field research. And it also covers all types of heritage and the representative practice. By taking this course, you will be able to articulate the concepts, classifications, elements and other basic components of heritage, state the basic theories and methods of the protection of heritage, understand the basic theories and methods of the development of heritage, describe the process of heritage tourism development, coordinate all the stakeholders involved in heritage protection and development , such as heritage tourists, local residents, government, enterprises, etc, master the technology and model to monitor the transformation of heritage, design tourism activities related to heritage to increase the tourists amount .

By taking this course, you will be able to:

- Articulate the concepts, classifications, elements and other basic components of heritage.
- State the basic theories and methods of the protection of heritage.
- Understand the basic theories and methods of the development of heritage.
- Describe the process of heritage tourism development.
- Coordinate all the stakeholders involved in heritage protection and development , such as heritage tourists, local residents, government, enterprises, etc.
- Master the technology and model to monitor the transformation of heritage .
- Design tourism activities related to heritage to increase the tourists amount .

Assessment

Assignments	Points	Weight
Literature review summary (Individual-based, 5* 20 points each)	100	25%
Case analysis assignment(Team-based, 1* 100 points each)	100	20%
Research and analysis report(Team-based , 1 * 100 points each)	100	25%
In-class quiz (Individual-based, 1* 100 points each)	100	30%
Total	400	100%

12 Tourism Informatization in China

Subject Name	Tourism Informatization in China
Subject Code	6501202032013
No. of Credits	2 Credits
Total Contact Hours	32 Hours
Prerequisite	None

This course will focus on enhancing student's understanding of the concepts underlying E-business and Smart Tourism. The first section of the course introduces basic theories related to E-business, Intelligence Tourism and Big data. This includes discussions of main applications of e-business, main applications of big data and main applications of IT.

Theory and research are followed by extensive discussion and application of the material studied. Thus, the second section focuses on the cultivation of student's actual application skills.

By taking this course, you will be able to

- Be aware of the definition of E-business
- Be familiar with the main applications of e-business, main applications of big data and main applications of IT.
- Master the application technology related to e-business and big data.

Assessment

Assignments	Points	Weight
Classroom Performance(Individual-based)	100	20%
Competency Tests(Individual-based,8*10points each)	80	30%
Topic Discussion (Team-based , 8 *15 points each)	120	50%
Total	300	100%

13 Tourism Development Strategy

Subject Name	Tourism Development Strategy
Subject Code	6501202032014
No. of Credits	2 Credits
Total Contact Hours	32 Hours
Prerequisite	None

Welcome to Tourism development strategy. This course focuses on enhancing the student's understanding of the concepts underlying the strategic management of a travel and tourism business. This course can be broken into four sections.

The first section of the course introduces the definition of strategy as well as some theoretical models about general strategy. The second section discusses tourism destination development strategy, including national tourism competitiveness and development strategy and regional tourism competitiveness and development strategy. The third section examines on tourism enterprise development strategy. The fourth section discusses strategy and society, introduces stakeholder theory and tourism stakeholders

Assessment

Assignments	Points	Weight
Literature review summary (Individual-based, 5* 20 points each)	100	25%
Case analysis assignment(Team-based, 1* 100 points each)	100	20%
Research and analysis report(Team-based , 1* 100 points each)	100	25%
In-class quiz (Individual-based, 1* 100 points each)	100	30%
Total	400	100%

14 International Hospitality Management

Subject Name	International Hospitality Management
Subject Code	6501202032015
No. of Credits	2 Credits
Total Contact Hours	32 Hours
Prerequisite	None

Through the study of this course, will achieve the following goals:

- Knowledge aims: enable students to master the basic theory and basic knowledge of tourism and hotel enterprise management.
- Ability aims: enable students to master the operation of tourism and hotel enterprise management rules and operating procedures, improve the ability of analyzing and solving practical problems.
- Quality goal: to make students can through specific actual case analysis of tourism and hotel enterprise management, the management of the general principles combined with the practice of tourism and hotel enterprise management.

Assessment

Assignments	Points	Weight
Basic Knowledge Tests (Individual-based, 8 @ 15 points each)	120	30%
Topic Discussion (Team-based , 8 @ 20 points each)	160	40%
Literature Reading(Individual-based, 8 @ 15 points each)	120	30%
Total	400	100%

15 Service Management and Innovation

Subject Name	Service Management and Innovation
Subject Code	6501202032017
No. of Credits	2 Credits
Total Contact Hours	32 Hours
Prerequisite	None

"Service Management and Innovation" is aimed to center on the main thread of winning the competitive advantage based on service management. Taking the marketing, operations and human behavior as the core of the effective service management, the course highlights the role of service in the society and the characteristics of the service delivery system, and illustrates the strategic position of information in the service management. It mainly discusses the central role of services in the economy, in which the concept of strategic service is put forward. Through the construction of the competitive strategy of service business support, it expounds on the basic idea of service operations management. Furthermore, It also tries to combine the "design thinking" with service design to facilitate students to develop deep empathy for consumers, obtain tools of service innovation from global perspective.

Assessment

Assignments	Points	Weight
Chapter Exercises (Individual-based, 1 @ 10 points each)	100	30%
Basic knowledge test(Individual-based, 1 @ 100 points each)	100	20%
Walk-through survey design based on on-spot investigation (Team/ Individual -based, 1 @ 100 points each)	100	30%
Case-study Presentation (Team/ Individual -based, 1 @ 100 points each)	100	20%
Total	400	100%

Appendix 2 Faculty

1. Prof. Jing Hu

Jing Hu, PhD of Management, professor of Central China Normal University, doctoral supervisor; Dean of the Wuhan Branch of China Tourism Academy, Chief expert; Member of the Advisory Board of university education in Tourism Management under the Ministry of Education; Vice director of the professional board in tourism geography, Geographical Society of China; Vice chairman of Wuhan Tourism Association; President of the education training branch of Wuhan Tourism Association ; Member of the expert committee for the protection of Wuhan historical and cultural blocks and outstanding historical building; editorial board member of journal of 《Frontiers of Earth Science》(SCI). Prof. Hu studied in Italy in 1990s and is undertaking teaching and research in Central China Normal University now.

Prof. Hu has been devoted in the theoretical research and practical exploration of optimizing the usage of regional resources and environment, improving regional human-land-environment relationship, and promoting regional economic and social development, importantly rural area development. Her research interests cover tourism and regional development, tourism resources and environment, tourism planning. She mainly teaches ‘Introduction to tourism’, ‘Construction and Management of Tourism Destination’, ‘Regional Tourism Development Theory and Practice’ and other courses. She has completed more than 20 academic projects of national level, provincial level and local level, and published over 40 academic articles, as well as 10 academic books. The rich research outcome provides important scientific reference for government, which has been paid high attention by governments at all levels. She can be contacted at: huj@mail.ccnu.edu.cn.

2. Prof. Yijin Wu

Yijin Wu, male, PhD of geography, honorary doctorate of national institute of water resources in Georgia, professor of Central China Normal University, doctoral supervisor, visiting scholar of Toronto University and Justus-Liebig-Universität. He has hosted many academic projects of national level and provincial level, published over 100 papers and 6 books. He was awarded “second place of natural science award of Hubei provincial people's government” in 2002, “second and third place of outstanding thesis of natural science in Hubei province” in 2000, as well as “third prize of science and technology progress of Hubei provincial people's government” in 1994.

Research Interests: Climate Change, Regional Resource and Water & Soil Environment

3. Prof. Shuangyu Xie

Shuangyu XIE, born in November, 1970, is a professor of the College of Urban & Environmental Sciences, Central China Normal University. She got her PhD in biosphere co-existence from the Graduate School of Biosphere Science, Hiroshima University in Japan in March, 2006. She entered Central China Normal University in July, 1995. Now she is the vice director of Wuhan Branch of China Tourism Academy. She is also one of the executive directors of Education & Training Branch of Wuhan Tourism Association and a member of the Geographical Society of China and the industrial ecological economy and technology committee, Chinese Society for Ecological Economics. Her research interests include tourism geography, regional tourism and environment and etc.

She has chaired one project supported by National Planning Office of Philosophy and Social Science and one project supported by Ministry of Education and participated two projects supported by National Science Fund and three projects respectively supported by Hubei and Wuhan Social Science Funds. Furthermore, she have organized or participated more than 40 projects supported by Hubei Provincial Government, Hubei Tourism Bureau, Wuhan Tourism Bureau and etc. She has published 51 academic papers on *Business Strategy and the Environment*, *Journal of Environmental Science* (Japan), *China Environmental Science*, *China Population Resource and Environment*, *Tourism Tribune*, and etc. She has chief-edited three books and co-edited six books.

4. Associate Prof. Shaowen Cheng

Shaowen Cheng, Ph.D, associate professor of Central China Normal University, member of the Wuhan Branch, China Tourism Academy. Cheng used to visit Bournemouth University in the UK and Colorado State University in the USA respectively in 2008 and 2017 as a visiting student and visiting scholar. As an associate professor, Cheng is the primary teacher for courses like Tourism Research Method, Study on Tourism Impact, Statistics, Hotel English, and English for Tour Guide etc. And her research interests are tourism impacts in nature-based destinations, tourism sustainability in national parks, health outcomes of tourists' experience etc. She has published more than 30 research articles in academic journals and chapters in tourism-themed books. She has contributed to international tourism academic community as blind article reviewer for the *Journal of Tourism Management*, *International Journal of Contemporary Hospitality Management*, *Resources Science*, *Geographical Science* and *Geographical Research*.

5. Associate Prof. Juan Feng

Juan Feng, PhD of Human Geography, associate professor of Central China Normal University, master supervisor; Deputy dean of the Wuhan Branch of China Tourism Academy, Director of Tourism Management Department at College of Urban and

Environmental Sciences. She had studied as Visiting Scholar at Aberystwyth University in UK from August 2017 to August 2018, and she is undertaking teaching and research in Central China Normal University now, her research is focused in the area of rural development in China, and more recently in the impact of tourism on the rural China. She has completed more than 10 academic projects of national level, provincial level and local level, and published over 10 academic articles, as well as 3 academic books.

She can be contacted at: fj7817@mail.ccnu.edu.cn.

6. Associate Prof. Jian Gong

Jian, Gong, PhD, associate professor, vice dean of Wuhan Branch of China Tourism Academy, born in 1978, got master degree and doctor degree from Wuhan University with major in Tourism Marketing in 2004 and 2010 respectively. He published 4 academic books and 14 papers in CSCI/SCI, which focused on Data-driven Tourism Destination research and Mountain Tourism Destination research based on pro-poor Tourism and local community perspective. He has rich experience in research on environmental policy and corporate management, who had been to Europe and Africa for 6 years undertaking the position of project manager in International projects. He have been invited to be visiting scholar and term faculty by Carleton University in Canada, Kean University in U.S.A during 2011-2015.

Research Areas

a Data driven Tourism Destination research

b Natural Tourism Destination based on Pro poor or local community perspective

Representative Research Studies

- GONG JIAN.(2012).Hainan International island sustainable Tourism Framework , Hubei: Hubei People Publishing.
- GONG JIAN.(2013).Tourism sustainable developing framework[M].Beijing: China Social Science Publishing.
- GONG JIAN.(2016).Tourism developing trend, new industry, new characteristic research[M].Hubei: Hubei People PUBLISHING,2016.

ADD:10th teaching building 520th ,Central China Normal University, Wuhan, China

E-mail:343901552@qq.com

Tele:0086-027-67862786

7. Associate Prof. Xiaofang Wang

Xiao-Fang Wang ,PhD in Human geography ,Associate professor ,Visiting scholar at Louisiana state university. Her research interests include tourism geography, regional and urban development related research. Chaired or participated in the national natural science foundation, national social science fund, the ministry of education

humanities and social science fund projects as well as many projects supported by local governments and enterprises. She has published many academic papers in journals such as <Geographical Science>, <Urban Planning>, <Economic Geography>, <Human Geography> and <Regional Research and Development>.

8. Associate Prof. Huafang Qiao

Huafang Qiao, female, associate professor of tourism management department, College of Urban & Environmental Sciences, Central China Normal University and Wuhan Branch of China Tourism Academy. She got her doctoral degree of human geography (tourism geography) in 2015. Her research interests include pro-poor tourism, tourism industry policy and regional tourism development. She has chaired one project supported by the Ministry of Education Foundation for Humanities and Social Sciences as well as two school-level projects and participated in many projects. She has published over 10 academic papers and six books.

9. Assistant Prof. Yan Li

Li Yan, female, PhD of human geography, assistant professor in department of tourism, Central China Normal University, and Wuhan Branch of China Tourism Academy. She worked as Academic visitor in department of Tourism and Hospitality Management of Waikato Management School, Waikato University, New Zealand from 2015 to 2016; She studied in school of Tourism Management, Beijing International Studies University as visiting scholar from 2001 to 2000. She is the member of Chinese geographic society.

Research Interests

Tourist behavior, tourism and education, tourist experience

Grants

"The Tourism market survey of Wuhan City", Funded by the Wuhan Municipal Tourism Bureau (Jan.2011-Dec. 2012).

"2016 Monitoring of Leisure and Recreation Environment in Wuhan City" Funded by the Wuhan Municipal Tourism Bureau (Dec.2016-Dec. 2017).

Research Publications

Report

Co-Author of China's tourism development report 2012, China Travel & Tourism Press, 2012

Textbooks

- Associate Editor of Tourism Professional Criterion, Tourism Education Press, 2009
- Associate Editor of Introduction of Tourism Culture, volume 1, Central China Normal University Press, 2007
- Co-Author of Economics of Tourism, volume 2, Wuhan University Press, 2006
- Co-Author of Management of Tourist Area, volume 1, Wuhan University Press, 2004

Papers

- Cheng Shaowen, Li Yan, Zhang Xiaomei et al. Religious Cultural Heritage Tourism Impacts on Tourists: A Case Study of Taosim Tourism in the Wudang Mountain of China. *Scientia Geographica Sinica*, 2017, 37(10):1569-1576. Doi: 10.13249/j.cnki.sgs.2017.10.014
- Cheng Shaowen, Liang Yuelin, Li Yan, et al. Research Review on Tourism Gaze in China and Abroad. *Tourism Forum*, 2017, 10(3):24-34. Doi: 10.3969/j.cnki.tourismforum.2017.03.0273. Li Yan, Cheng Shaowen. The Cognition, Analysis and Reflection of the “Civilization Tourism” Research *Tourism Tribune*, 2016, 31(7), 3-5 Doi: 10.15962/j.issn. 1002-5006.2016.07.002
- Li Yan, Zeng Juxin, Cheng Shaowen. Research on Tourists’ Satisfaction of Urban Environmental Supply and Their Revisit Intention: Based on The Difference Analysis between Visitors and Residents. *Human Geography*, 2014, 29(5): 133-139.
- Jiang Jiaqian, Li Yan, A Review of the International and Domestic Researches on Minsuku, *Tourism Research*, 2014, (4), 16-22. Doi: 10.3996/j.issn. 1674-5841.2014.04.004
- Li Yan and Zeng Juxin(2011), “System-evolutionary analysis of the impact of high-speed rail to Wuhan’s tourism” ,*Chinese regional economy*, vol.1, pp.55 -58.
- Zhang Yunlai and Li Yan (2006), “A Study of Mechanism about Mood Influencing Impulsive Buying”, *Management Science and Engineering*, 2006. ICMSE apos; 06. 2006 International Conference on Volume , Issue , 5-7 Oct. 2006 Page(s):936 – 941
- Li Yan and Niu Zhiwen(2001), “Tourism scenic spot shaping brand image research”, *Journal of Beijing Second Foreign Language Institute*, vol.5, pp.58-66.

10. Assistant Prof. Xiang Zhang

Xiang Zhang, male, assistant professor of tourism management department, College of Urban & Environmental Sciences, Central China Normal University and Wuhan Branch of China Tourism Academy, visiting scholar in Oklahoma State University. He got his doctoral degree of human geography from East China Normal University in 2014. His research interests include regional tourism & hotel enterprise geography. He has chaired one project supported by NSFC (Natural Science Foundation of China) and participated many projects at all levels. He has published over 10 academic papers.

Research Area: Regional Tourism & Hotel Enterprise Geography

Representative Research Studies

- National Natural Science Foundation of China “A Study on the Location Choice of Hotel Company’s Internationalization”
- The Influencing Factors of the Location Selection of International Expansion of Hotel Companies[J], *Economic Geography*, 2015, (03): 185-190.

- Study on the Global Expansion Location Choice and Influencing Factors of Multinational Hotels[J], Journal of Central China Normal University (Nal. Sci.), 2015, 49(1): 160-165.
- Tourism Development Mode and Path Innovation at the Southern Slope Region of the Mt.Tomur Tianshan Mountains[J], Aria Land Geography, 2014, (05): 1065-1073.

11. Assistant Prof. Yajuan Li

Yajuan Li, female, assistant professor of tourism management department, College of Urban & Environmental Sciences, Central China Normal University and Wuhan Branch of China Tourism Academy. She got her doctoral degree of human geography (tourism geography) as a joint PhD student in the Institute of geographic science and resources, Chinese academy of sciences and McGill University in 2015. Her research interests include tourism geography and social cultural geography, mainly in the field of ethnic tourism and cultural tourism. She has chaired one project supported by NSFC(Natural Science Foundation of China), one project supported by the Ministry of Education Foundation for Humanities and Social Sciences, one project supported by Ministry of Culture and Tourism, as well as two school-level projects. She has published over 20 academic papers and one book. She can be contacted at: yajuan.li@mail.ccnu.edu.cn

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一、专业简介

一、专业简介

华中师范大学旅游管理专业自 1988 年开办至今已有三十年历史，2005 年便拥有硕士学位授予权，研究方向主要有：旅游与区域发展、旅游开发与规划、旅游企业管理等，2012 年获得博士学位授予权（地理学一级学科），研究方向为旅游地理。该学科点团队教学、科研及服务成果显著，在国内外具有较强影响力。

中国由于旅游业的快速增长，自 2012 年以来便成为世界第一大旅游客源市场也是全球最重要的旅游目的地之一。中国不仅拥有全世界最大的国内旅游消费市场，并持续五年稳居世界第一旅游消费市场的“宝座”。中国旅游市场已经改变了世界经济的格局，并决定着未来世界经济的发展方向。在此背景下，华中师范大学旅游管理硕士全英文专业建设于 2015 年，旨在为优秀的国际留学生提供了解中国这一世界最大旅游市场以及中国旅游产业与中国文化的学习机会，并为有志在中国及其他国家和地区从事旅游相关工作的国际留学生提供所需的旅游专业就业技能和知识。

该项目的课程设置规范，在保障旅游研究理论、旅游研究方法的基础上，具有前沿性、国际性和地方性，突出了学科前沿、专业特色、地方特色，凸显了本学科点研究方向。该项目师资团队专业，授课老师均具有国际化背景，在多个国家进行过交流访问，英文能力出色，且教学科研能力突出。该项目研究平台一流，拥有国家旅游局在全国高校设立的唯一一家分院——中国旅游研究院武汉分院。该项目国际交流基础雄厚，通过与美国科罗拉多州立大学联合办学、联合举办国际会议，与加拿大卡尔顿大学、美国肯恩大学等院校建立友好合作关系，已积累了国际上该领域教学科研的先进理念、思路与方法，将使用国际通行的语境与规律，创建学科融合、实践创新的国际化系统化的学科体系。该项目课程内容实用，综合考虑了国际旅游业就业市场和学生就业需求，适用于与旅游相关的广泛就业领域。同时系统的教学结构、多样化的教学方法以及丰富的教学资源也为学生提供了宝贵的学习机会。

二、招生计划

2019 年计划招生 30 人

详见: http://cta-wh.ccnu.edu.cn/MTM_Overseas_qy_.htm

三、申请须知

三、申请须知

（一）申请资格

1. 申请者为非中华人民共和国公民；
2. 身体健康状况符合国家和招生单位规定的体检要求；
3. 具有中国教育部认可的本科学历和学士学位者
4. 年龄 40 岁以下（拥有工作经历或突出科研能力者年龄放宽）；
5. 拥有英语语言能力证明材料者（雅思 6.5 以上，托福 95 以上，或中国认可的其他官方英语证明）。

（二）申请流程

报名网址：<http://isao.ccnu.edu.cn>

详见学校官网：<http://is.ccnu.edu.cn/info/1017/1094.htm>

（三）申请材料

1. 最高学历学位证明（需公证）
2. 学习成绩单（需公证）
3. 学习计划
4. 两封推荐信
5. 护照复印件
6. 电子版照片（20-80K，蓝色背景）
7. 英语水平证明（雅思 6.5 以上，托福 95 以上，或中国认可的其他官方英语证明）。

详见华中师范大学官网：<http://is.ccnu.edu.cn/info/1017/1094.htm>

（四）费用与奖学金

1.学费

2.8 万元/年，总费用 8.4 万元/年（3 年）

2.住宿费（见表 1）

3.奖学金

奖学金详见华中师范大学官网：

http://is.ccnu.edu.cn/SCHOLARSHIP1/Chinese_Government_Scholarship.htm

（1）中国政府奖学金高校研究生项目

详情参见国家留学基金委网站 www.csc.edu.cn/laihua

我校报名代码：10511

报名方式：请联系华中师范大学国际文化交流学院

（2）中美人文交流奖学金

详情参见国家留学基金委网站 www.csc.edu.cn/laihua

报名方式：请联系华中师范大学国际文化交流学院

我校报名代码：10511

（3）华中师范大学优秀学生奖学金（100 人）

详情参见华中师范大学网站

备注：

- 1.中国政府奖学金高校研究生项目和中美人文交流奖学金申请时间为每年 2 月至 3 月。
2. 华中师范大学优秀学生奖学金申请时间为每年的 5 月至 6 月。
3. 以上奖学金仅提供给新生，录取结果将在每年 7 月公布。
4. 有关申请详细信息请查看华中师范大学国际文化交流学院网站。

表 1 华中师范大学留学生住宿收费一览表

住宿费	宿舍地点	单间	双人间	设施
	校内宿舍	1200 元/月/人	900 元/月/人	空调、电视、宽带网络、单独卫生间、电话、公用厨房及洗衣房
		三人间	四人间	
		600 元/月/人	450 元/月/人	
	校外租房	1000-1500/月/人		1-3 室公寓
医疗保险	800 元/年			
备注	学生申请时需缴纳报名费 300 元 所有学生均需缴纳医疗保险 水电费、网络费由学生自负； 学生如在校外住宿需在留学生管理办公室登记。			

详见华中师范大学官网：http://is.ccnu.edu.cn/ADMISSION1/Fee_structure.htm

四、培养方案

四、 培养方案

（一）学分学制

学分：36 学分

学制：3 年（全日制）

（二）课程设置 （见表 2）

（三）课程简介 （见附录 1）

（四）毕业要求

- 1.修满 36 个学分;
2. 完成毕业论文设计与撰写并通过答辩;

五、联系方式

电子邮箱：cice@mail.ccnu.edu.cn 或 wuhancta@163.com

电话：+86-27-67865209/ 67865607 /67862786

传真：+86-27-67863760/67866427

项目介绍网站：http://cta-wh.ccnu.edu.cn/MTM_Overseas_qy_.htm

学校网站：<http://cice.ccnu.edu.cn>

在线申请：<http://isao.ccnu.edu.cn>

地址：中国湖北省武汉市珞喻路 152 号 华中师范大学国际文化交流学院，

或：湖北省武汉市珞喻路 152 号 华中师范大学城市与环境科学学院 邮编：430079

六、教师队伍（见附录 2）

表 2 旅游管理硕士全英语专业课程设置表

课程类别	序号	课程编号	课程名称	学分	负责人
必修课（6 门， 18 学分， 实践环节， 4 学 分）	1	6501202032001	旅游学原理与实践 Tourism Principles and Practice	3	胡静
	2	6501202032002	旅游研究方法 Tourism Research Methods	3	程绍文
	3	6501202032003	中外旅游政策与法规 Tourism Policy and Regulation in China and abroad	3	乔花芳
	4	6501202032004	中外旅游文化研究 Tourism culture in China and Abroad	3	吴宜进
	5	6501202032005	旅游营销 Tourism Marketing	3	龚箭
	6	6501202032006	旅游目的地管理 Tourism Destination Management	3	胡静
	7	6501202032007	教学环节、科研和管理实践、学术活动 Teaching process, scientific research and management practice, academic activities	4	导师
选修课（至少选 7 门，最低修 14 学分）	8	6501202032008	旅游行为研究 Tourism Behavior Research	2	李艳
	9	6501202032009	旅游可持续发展 Sustainable Tourism Development	2	谢双玉
	10	65012020320010	旅游经济分析 Tourism Economics Analysis	2	冯娟
	11	65012020320011	中国旅游地理 Tourism Geography in China	2	王晓芳
	12	65012020320012	遗产保护与旅游开发 Heritage Protection and Tourism Development	2	李亚娟
	13	65012020320013	中国旅游信息化 Tourism Informatization in China	2	龚箭
	14	65012020320014	旅游发展战略研究 Tourism Development Strategy	2	冯娟
	15	65012020320015	旅游与酒店企业管理 International Hospitality Management	2	张祥
	16	65012020320016	国际旅游业热点分析 Current Issues in Hospitality and Tourism	2	系列讲座
	17	65012020320017	服务管理与创新 Service Management and Innovation	2	李艳

附 录

附录 1 课程简介

附录 2 师资队伍

附录 1：课程简介

1. 旅游学原理与实践 Tourism Principles and Practice

课程编号：6501202032001

课程类型：必修课

学分：3 学分

课程介绍：旅游业是世界上最大的产业之一。它是由游客、景点、酒店、旅行社和旅游运营商等部门组成的庞大系统。本课程是关于旅游原理和理论的导论。它还提供了对旅游业作为一个行业的结构、性质和经营特征的基本了解。它不仅概述所涉及的旅游研究，更重要的是分析旅游作为一种现象、一个学习或研究领域和一个产业的不同观点。这门课程，旅游：原理与实践，是对全球旅行、运输业和旅游业的深入研究。它包括资源分配、科技和社会、组织和技术系统。

在本课程结束时，学生将能够：

通过参与积极、合理和高水平的调研，对旅游原理和理论进行全面的回顾；

识别和分析旅游产品的性质以及人们的旅游动机；

自主积极参与机构内外的活动，了解旅游业对社会、经济和环境的不同影响。

考核方式：

项目	分值	权重
讨论练习（团队作业，共 5 次，40 分/次）	200	25%
案例研究（个人作业，共 2 个案例，50 分/个）	100	12.5%
口头报告（团队作业，共 3 次，100 分/次）	300	37.5%
文献阅读（个人作业）	100	12.5%
调查报告（团队作业）	100	12.5%
总计	800	100%

2 旅游研究方法 Tourism Research Methods

课程编号：6501202032002

课程类型：必修课

学分：3 学分

课程介绍：《旅游研究方法》是旅游管理硕士专业的一门方法课程。通过本课程的学习，学生应能结合旅游规划管理实践及旅游科学研究中的特定问题，熟练掌握问卷设计与问卷调查方法与程序，并能正确使用包括描述统计、卡方检验、方差分析、聚类分析、T 检验、回归分析、因子分析等统计方法对获取的一手数据、

二手数据进行分析，以解决旅游管理及旅游科学研究问题。学生经学习后，应能就旅游领域中的某一研究问题，完成从问卷设计、实地调查、数据分析以及统计报告的全部工作过程。

考核方式：

作业	分值	权重
测试（个人完成，5次，5*20分）	100	40%
问卷设计（小组提交，1*100分）	100	20%
统计分析报告（个人提交，1*100分每项）	100	40%
总计	300	100%

3 中外旅游政策与法规 Tourism policy and regulation in China and abroad

课程编号：6501202032003

课程类型：必修课

学分：3 学分

课程介绍：本课程旨在详细介绍中国改革开放以来制定的旅游法规的框架体系、特征及其发展过程，分析其制定的理论基础，运用丰富的案例分析并解释旅游法规中的重要条例及其执行情况，并与国外相关法规进行比较分析和评价，把握中国旅游法规的发展趋势。本课程旨在提高学生对旅游法规体系的认识和分析能力。

通过本课程的学习，学生能够：

- 全面了解中国旅游法规的框架体系、特征和作用。
- 分清不同国家旅游法规制订的理论基础的差异。
- 掌握中国旅游法规的本质、实践活动和制订宗旨。
- 识别和分析中国旅游法规制订者面对的主要问题。
- 具备一定批判性思维能力，能够理性分析中国旅游法规的合理性及问题。
- 具备团队协作、共同学习的能力，能够高效有序地完成学习任务。

考核方式:

作业类型	标准	分数	权重	得分	单元分布
小组讨论	5 次*40 分/次	200	10%	20	1,5,6,7,8
案例分析	2 次*50 分/次	100	20%	20	3
课程汇报	1 次*100 分/次	100	30%	30	2
文献阅读	1 次*100 分/次	100	10%	10	5
调研报告	1 次*100 分/次	100	20%	20	4
课堂参与	8 次*10 分/次	80	10%	8	每次课
总计	-	680	100	108	

4 中外旅游文化研究 Tourism culture in China and abroad

课程编号: 6501202032004

课程类型: 必修课

学分: 3 学分

课程介绍: 本课程是一门文化知识型, 应用型的课程, 在学生深入了解中美文化的基础上, 加深对中美文化体系的认识和比较, 增强学生对文化差异的敏感性。同时从文化差异出发, 分析中美旅游者差异, 以增强学生在旅游活动中处理文化差异时的灵活性。本课程首先介绍中美在文化传统、风俗习惯等方面的差异, 研究重点是从旅游动机、旅游观念和旅游行为等方面比较中美旅游者之间的文化差异以及产生这种差异的原因、根源和影响以及对旅游业发展的建议。

通过本课程学习, 要求学生应:

- 了解文化内涵以及概念, 在此基础上了解中美文化的起源、成因及文化特点。
- 了解中美在价值观念、交际礼仪、宗教文化、历史地理等方面的差异。
- 掌握中美旅游者在旅游意识、旅游动机、旅游观念和旅游行为等方面的差异表现。
- 掌握中美旅游文化差异产生的根源。
- 掌握文化差异对旅游业发展的影响。
- 分析文化差异背景下旅游业发展策略。

考核方式:

本课程考核采取两种形式: 平时考核和课程终结考核。课程总成绩为 100 分, 平时考核成绩占 70%, 课程终结考核成绩占 30%。

平时考核: 平时考核的成绩主要依据平时课堂表现 (如回答问题、课堂讨论等)、作业的完成情况 (如查阅有关资料、阅读部分章节等) 以及各项其他教

学活动（如课外讨论及其他课外活动）的参与情况而定。这部分成绩由代课教师根据学生的实际情况分阶段给予并登记在册，在课程终结考核前汇总并以此为依据确定平时考核成绩。

课程终结考核：课程终结考核在课程结束后进行，采取闭卷考试形式。考核内容既包括知识考核题，也包括能力运用题。知识考核参考题型为：单项选择题、名词解释、归类题、判断题和匹配题等。能力运用参考题型有：简答题、翻译题和论述题等。

作业	分值	权重
团队合作及其他任务	100	30%
课程心得或报告	100	40%
期末考试	100	30%
总计	300	100%

5 旅游营销 Tourism Marketing

课程编号：6501202032005

课程类型：必修课

学分：3 学分

课程介绍：本课程将使学生掌握了解旅游市场营销过程。尽管旅游市场营销的基本概念与其他产品和服务的营销概念类似，但是由于旅游业具有自身独特的特点其为旅游市场营销专业学习研究提供了众多宝贵的机会。本课程在旅游产品和服务的角度上综合研究旅游市场营销活动。

考核方式：

考核类型	分值	权重
考勤	100	10%
小作业	100	10%
课程研讨	100	30%
课程论文写作	100	50%
总计	400	100%

6 旅游目的地管理 Tourism destination management

课程编号：6501202032006

课程类型：必修课

学分：3 学分

课程介绍：《旅游目的地建设与管理》这一课程坚持理论与实践相结合，有针对性的选取素材，全面、系统地讲述旅游目的地建设与管理的基本理论及方法。本课程共分八个单元，两大部分，第一部分为理论研究，主要介绍旅游目的地的概念、分类、构成要素、基本特征、空间结构等，阐述旅游目的地的开发建设、营销、管理以及危机处理的基础理论与方法等。第二部分为实证分析，案例选取强调实用性、时效性，通过案例分析和实地调研加深学生对理论的理解，增强其实践能力。

在学习这一课程后，学生将能够：

- 阐明旅游目的地的概念、分类、构成要素等基本组成部分
- 陈述旅游目的地建设的基础理论和方法
- 描述旅游目的地开发的过程
- 协调旅游目的地利益相关者诉求
- 应用旅游目的地日常管理和危机管理方法有效运营
- 阐述旅游目的地营销的基本思路
- 组织旅游目的地市场营销方案
- 解释旅游目的地竞争力评价的模型
- 应对旅游目的地危机事件

考核方式：

作业类型	分值	权重
文献阅读体会（个人提交，5*20 分每项）	100	30%
基础知识测验（个人提交，1*100 分每项）	100	20%
案例分析（小组提交，1*100 分每项）	100	25%
调研分析报告（小组提交，1*100 分每项）	100	25%
总计	400	100%

7 旅游行为研究 Tourism Behavior Research

课程编号：6501202032008

课程类型：选修课

学分：2 学分

课程介绍：“旅游行为研究”课程致力于从理论和实践两个角度考察旅游者的行为。对于希望在旅游行业开展职业生涯发展的学生而言，学习旅游行为研究课程将会非常有帮助。更重要的是，对于旅游业内的不同利益攸关者（国家机构、企业主、旅游营销人员、服务人员，甚至游客），都必须了解旅游行为及其产生的影响。探索旅游行为的研究可以用来开发健全的旅游政策和更好的旅游产品。本课程将探讨一系列与旅游行为相关的主题和议题。我们从探讨各种旅游行为和动机模型为开端，由模型探讨而提出本课程要研究的重要问题。旅游者为什么旅游？是什么激励游客进行某种类型的旅行？哪些因素影响旅游者的选择和决策？课程还回顾了对游客进行分类的不同方法。研究人员使用什么样的类型来对游客进行分类？我们能在多大程度上识别不同的市场和行为。为什么某些类型的游客以某种方式行事？例如，哪些因素塑造了高级度假者、残疾游客或探险旅游者的风度？希望学生在完成课程后，能够深刻理解旅游行为研究及其对旅游业的重要性。

考核方式：

课程任务	分值	比例
文献综述（个人, 5 * 20 分每项）	100	30%
期中考试(个人, 1 * 100 分每项)	100	30%
课程论文(个人, 1 * 100 分每项)	100	40%
总分	300	100%

8 旅游可持续发展 Sustainable Tourism Development

课程编号：6501202032009

课程类型：选修课

学分：2 学分

课程介绍：旅游业是世界上最大的产业之一，旅游娱乐已成为现代人日常生活的必需品之一，甚至许多国家主要从旅游业的发展中获得收入。虽然它给经济、社会发展、旅游者和目的地当地居民以及不同国家和地区之间的交流带来了诸多益处，但也出现了许多问题。一些珍贵的自然资源遭到破坏，一些当地居民抵制了来自世界各地的游客，并且和平环境受到干扰，一些目的地甚至意识到他们没有从游客的到来中得到很多。因此，旅游的可持续发展和管理不仅值得业界、地方政府和学术界关注。因此，了解旅游业的影响，寻求旅游业的可持续发展的解决方案是重要的和必要的。

本课程旨在帮助学生理解可持续旅游以及可持续旅游管理的概念、发展历史、理论与实践、方法等。本课程将全面、系统地分析可持续旅游的组成要素，包括

旅游者动机和行为，作为旅游吸引物和目的地的自然资源、社会资源，可持续原则和政策体系。还将引导学生学习和评价已有的可持续旅游管理工具，包括旅游容量、可接受改变极限、游憩机会谱等。在此基础上，要求学生运用所学理论知识和方法，对一个具体案例进行分析、评价其可持续性。

考核方式

课程任务	分值	比例
文献综述(个人, 3@100 分)	300	15%
小组活动 (小组, 3@100 分)	300	15%
口头演讲 (小组, 2@100 分)	200	30%
案例分析与海报展示	100	40%
总分	900	100

9 旅游经济分析 Tourism Economics Analysis

课程编号: 6501202032010

课程类型: 选修课

学分: 2 学分

课程介绍: 休闲、娱乐和旅游活动一直都是经济学家们非常感兴趣的研究领域。该门课程将帮助学生理解经济运行的过程并做好对未来的应对准备。该门课程旨在给学生提供娱乐、休闲、旅游企业对于经济实践的理解，重点强调对于真实世界模型的理解，而不仅仅是理论模型的构建。该门课程涉及的主题包括：

- 休闲和旅游活动是如何确定的？
- 它能够通过不同的方式来提供吗？
- 竞争和宏观经济环境如何影响组织决策？
- 休闲和旅游活动的经济影响是什么？
- 休闲和旅游活动的环境影响有哪些？
- 如何运用经济学理论来管理休闲和旅游活动？
- 娱乐、休闲和旅游经济活动中有哪些失败的教训？

考核方式:

作业	分值	权重
文献阅读体会（个人提交，5*20 分每项）	100	25%
案例分析（小组提交，1*100 分每项）	100	20%
调研分析报告（小组提交，1*100 分每项）	100	25%
基础知识测验（个人提交，1*100 分每项）	100	30%
总计	400	100%

10 中国旅游地理 Tourism Geography in China

课程编号: 6501202032011

课程类型: 选修课

学分: 2 学分

课程介绍: 本课程以旅游活动与地理环境之间的相互作用为研究对象,以区域地理的形式,展现中国及其各区域旅游的空间供给——需求现状、区域旅游空间结构与演化,揭示中国旅游业对区域的作用,以及中国旅游产业空间规划与布局等。课程内容系统、资料丰富、观点鲜明、趣味性强,是一门理论学习与实践应用相结合的课程。

考核方式:

作业	分值	权重
文献阅读（个人提交，5*20 分每项）	100	25%
案例分析（小组提交，1*100 分每项）	100	20%
调研分析报告（小组提交，1*100 分每项）	100	25%
基础知识测验（个人提交，1*100 分每项）	100	30%
总计	400	100%

11 遗产保护与旅游开发 Heritage Protection and Tourism Development

课程编号: 6501202032012

课程类型: 选修课

学分: 2 学分

课程介绍: 《遗产保护与旅游开发》课程基于遗产物/地的特点和性质,探讨其保

护和开发模式，并以可持续发展为原则，探索一条保护性开发的旅游发展新模式，促进遗产物/地的传承和延续。本课程要求学生了解和掌握遗产的类型、性质、发展现状，并能从遗产学、旅游美学、景观生态学和旅游管理学等学科角度进行规划设计，探索一条遗产旅游资源的保护性开发模式，以服务于现实需要；同时要求学生结合实验教学完成某类遗产物/地的保护与开发，以锻炼和检查学生的实际应用能力；并要求学生结合自己在实验实践环节及理论学习中遇到的问题和学习兴趣对遗产保护和旅游开发中的具体问题进行了阐述和探讨，以全面系统地检验学生通过所学知识解决保护与开发问题的能力。

考核方式：

作业	分值	权重
文献阅读体会（个人提交，5*20 分每项）	100	25%
案例分析（小组提交，1*100 分每项）	100	20%
调研分析报告（小组汇报，1*100 分每项）	100	25%
基础知识测验（个人提交，1*100 分每项）	100	30%
总计	400	100%

12 中国旅游信息化 Tourism Informatization in China

课程编号：6501202032013

课程类型：选修课

学分：2 学分

课程介绍：这门课程的重点在于加强学生对电子商务和智慧旅游概念的理解。课程第一部分介绍了电子商务、智慧旅游和大数据的基础理论。这包括了对电子商务、智慧旅游和大数据主要应用的介绍。理论学习后我们将展看充分讨论并对所学知识进行应用。因此，课程第二部分将着重培养学生的实际应用能力。

评分细则：

作业	分值	权重
课堂表现	100	20%
能力测试（八单元，每单元 10 分）	80	30%
话题讨论(以小组为单位，八单元，每单元 15 分)	120	50%
总计	300	100%

13 旅游发展战略研究 Tourism Development Strategy

课程编号：6501202032014

课程类型：选修课

学分：2 学分

课程介绍：该门课程旨在提高学生对于旅游企业战略管理的理解。课程共分为四个部分，第一部分主要介绍战略的基本概念以及一般的战略模型；第二部分讨论旅游目的地的旅游发展战略，包括国家层面和区域层面；第三部分主要分析旅游企业发展战略；第四部分主要介绍战略管理和社会，着重介绍旅游利益相关者理论及其运用。

考核方式：

作业	分值	权重
文献阅读体会（个人提交，5*20 分每项）	100	25%
案例分析（小组提交，1*100 分每项）	100	20%
调研分析报告（小组提交，1*100 分每项）	100	25%
基础知识测验（个人提交，1*100 分每项）	100	30%
总计	400	100%

14 旅游与酒店企业管理 International Hospitality Management

课程编号：6501202032015

课程类型：选修课

学分：2 学分

课程介绍：通过本课程的学习，将实现如下目标：

知识目标：使学生能够掌握现代旅游与酒店企业管理的基本理论和基本知识。

能力目标：使学生掌握酒店管理的运行规律和操作系统，提高分析和解决实际问题的能力。

素质目标：使学生能通过具体的国际酒店管理实际案例分析，将企业管理的一般原理同旅游企业与酒店管理的实践结合起来。

考核方式:

作业	分值	权重
基础知识测验（个人提交，8*15 分每项）	120	30%
讨论（小组提交，8*20 分每项）	160	40%
文献阅读体会（个人提交，8 *15 分每项）	120	30%
总计	400	100%

15 服务管理与创新 Service Management and Innovation

课程编号: 6501202032017

课程类型: 选修课

学分: 2 学分

课程介绍:“服务管理与创新”课程致力于始终基于服务管理的维度提升服务企业的竞争优势为主要学习线索。本课程以市场营销、运营和人类行为为核心进行有效的服务管理，突出服务在社会中的作用和服务传递系统的特点，并阐明信息在服务管理中的战略地位。主要论述了服务在经济中的核心作用，提出了战略服务的概念。通过构建服务企业支持的竞争战略，阐述了服务运营管理的基本思想。本课程还致力于将“设计思维”结合服务设计，助力学生从全球化视野的角度真正运用同理心理解消费者，掌握旅游服务创新的工具。

考核方式:

课程任务	分值	比例
章节练习（个人, 1 *100 分每项）	100	30%
基础知识测验(个人, 1 *100 分每项)	100	20%
实地调查报告(团队/ 个人, 1*100 分每项)	100	30%
案例分析展示（团队/ 个人, 1 * 100 分每项）	100	20%
总分	400	100%

附录 2：教师队伍

1. 胡静 教授

胡静，女，华中师范大学城市与环境科学学院教授，博士生导师；中国旅游研究院武汉分院院长，首席专家。兼任教育部高等学校旅游管理类专业教学指导委员会委员，中国旅游地理专业委员会副主任，中国旅游协会旅游学科专家委员会委员；《Frontiers of Earth Science》(SCI) 等杂志编委，湖北省人文社会科学重点研究基地“鄂西生态文化旅游圈研究中心”学术委员会主任，湖北省文化旅游促进副会长，湖北省武汉市旅游协会副会长，武汉市旅游教育培训分会会长，武汉市历史文化风貌街区和优秀历史建筑保护专家委员会委员等职。二十世纪九十年代留学意大利，回国后一直在华中师范大学从事旅游教学、科研与管理工作。在三十余年的教学与学术研究中，胡静教授一贯秉持“理性、客观、创新、理论联系实践”的理念，致力于优化区域资源环境利用、改善区域人地环境关系、推动区域协同发展的理论研究和实践探索。讲授的课程主要有：旅游学，旅游地理研究进展与前沿，区域旅游发展理论与实践、旅游目的地建设与管理，旅游创意思维原理与方法、礼仪学等；近五年主持完成二十余项国家级、省部级等各类科研课题，公开发表论文四十余篇。先后出版学术著作十部，其中国家级规划教材一部。研究内容主要涉及旅游与区域发展，旅游资源与环境、文化旅游规划、礼仪学等。

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2. 吴宜进 教授

吴宜进，男，江西九江市人，华中师范大学教授、博士生导师，国家公派留学回国人员。1983 年本科毕业于南京大学气象系气候专业，1996 年毕业于华中师范大学地理系自然地理专业，获硕士学位；1999 年毕业于武汉大学历史地理研究所，获博士学位；2001 年由国家留学基金委公派在加拿大多伦多大学留学，2003 年 7 至 12 月获 DAAD (Deutscher Akademischer Austauschdienst) 资助赴德国吉森大学 (Justus-Liebig-Universität) 地理研究所访问研究，2007 年应邀访问格鲁吉亚国家水资源研究所，被该所授予荣誉博士学位。

作为主持人完成国家级、省部级科研项目多项，在国内外学术期刊上发表相关领域的研究论文百余篇，出版学术专著（合著）、教材六本。获 2002 年度湖北省人民政府自然科学奖二等奖；2000 年度湖北省自然科学优秀论文二等奖、三等奖各一项；1994 年度湖北省人民政府科学技术进步三等奖。

研究领域：气候变化、区域资源与水土环境

3. 谢双玉 教授

谢双玉，女，博士（2006年3月于日本广岛大学生物圈科学研究科获得），华中师范大学城市与环境科学学院教授（2011年6月晋升）；1995年7月进入华中师范大学城市与环境科学学院从教至今，现任中国旅游研究院武汉分院副院长，武汉市旅游协会教育与培训分会常务理事、中国地理学会、中国生态经济学会工业生态经济与技术专业委员会会员。主要研究兴趣为旅游地理、区域旅游与环境等。已主持国家社会科学基金项目1项、教育部留学归国人员科研启动经费项目1项，参与国家自然科学基金2项、湖北省社科基金重点项目1项、武汉市社科基金项目2项，主持或参与湖北省政府、湖北省旅游局、武汉市旅游局、滦平县政府、曲阜市政府等政府部门和企业委托课题40余项。在 *BusinessStrategy and the Environment*（英国）、《环境科学会志》（日本）、《中国环境科学》、《中国人口·资源与环境》、《旅游学刊》、《地域研究与开发》等国内外学术期刊发表论文51篇，主编教材等著作3部，参编教材等著作6部。

4. 龚箭 副教授

龚箭，男，博士，副教授，长期从事旅游者行为学、旅游地影响、旅游地理学等领域的科研和教学工作。近5年先后访学加拿大卡尔顿大学、美国肯恩大学、美国科罗拉多州立大学等高校，作为访问学者和客座教授，现为华中师范大学中国旅游研究院武汉分院副院长，华中师范大学与美国科罗拉多州立大学联合区域旅游与环境硕士项目中方主任，擅长跨学科跨文化交叉研究，近年来主要将旅游行为学、营销学的理论和方法引入旅游地理学，以游客、社区的感知为视角来研究不同尺度、不同文化背景的旅游目的地、旅游社区的发展，取得了一定的突破。曾主持5项省部级项目，并都顺利结题，获得国家旅游局的万名旅游英才统计专项奖励1项，10余项省、厅政府部门委托研究项目，出版个人学术专著4部，在重点学术期刊发表20余篇学术论文。

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5. 冯娟 副教授

冯娟，女，人文地理学博士，华中师范大学城市与环境科学学院副教授，硕士生导师；中国旅游研究院武汉分院副院长；城市与环境科学学院旅游管理系主任。英国阿伯里斯特威斯大学访问学者，主要从事旅游与区域发展相关研究。近五年主持完成多项国家级、省部级以及地方政府委托的科研课题，公开发表论文十余篇，出版学术著作3部。

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6. 程绍文 副教授

程绍文，女，华中师范大学城市与环境科学学院副教授；中国旅游研究院武汉分院研究成员。先后于2008年8月至2009年8月、2017年8月至2018年8月以联合培养博士及访问学者身份赴英国Bournemouth大学服务管理学院以及美国科罗拉多州立大学自然资源学院进行学习交流。程绍文老师主要讲授了《旅游研究方法》、《旅游影响研究导论》、《统计学》、《饭店英语》、《导游英语》等课程；其研究兴趣主要是自然旅游地旅游影响研究、国家公园旅游可持续性研究。过去十余年来，程绍文围绕自然旅游地居民及游客旅游影响感知与态度、国家公园规划管理体制、旅游与游客健康等开展了系列研究，已经在国内外学术期刊上发表了三十余篇研究论文；并参与编写了多部专业著作及教材。

7. 王晓芳 副教授

王晓芳，人文地理学博士，副教授，美国路易斯安那州立大学访问学者，主要从事旅游地理、区域与城市发展相关研究。主持或参与国家自然科学基金、国家社会科学基金、教育部人文社科基金等纵向项目及地方政府和企业委托横向项目多项，在《地理科学》、《城市规划》、《经济地理》、《人文地理》、《地域研究与开发》等期刊发表相关领域学术研究论文多篇。

8. 乔花芳 副教授

乔花芳，女，人文地理学博士，华中师范大学城市与环境科学学院旅游管理系副教授，中国旅游研究院武汉分院研究人员，美国南卡莱罗纳大学访问学者。研究方向为旅游扶贫、旅游产业政策、区域旅游发展。主持了教育部人文社会科学基金青年项目一项，校级项目两项，参与多项课题。发表论文十余篇，参编著作六部。

9. 李艳 讲师

李艳，女，博士，讲师。2001年毕业于华中师范大学旅游管理专业，获管理学学士学位；2004年毕业于城市与环境科学学院区域经济专业，获经济学硕士学位；2014年毕业于华中师范大学城市与环境科学学院人文地理专业，获理学博士学位。2000年9月赴北京第二外国语学院旅游管理学院访学1年；2015年6月赴新西兰怀卡托大学（University of Waikato）管理学院、中国——新西兰旅游研究中心访学1年。2018年9月赴美国纽约州立大学OSWEGO分校参加“信息化技术在高校教学课堂中的应用”专题培训。2004年6月至今，在华中师范大学城市与环境科学学院任教。现为华中师范大学城市与环境科学学院旅游管理系教师。中国地理学会会员，湖北省地理学会会员，湖北省导游资格考试面试考官。现主要教授的课程包括《旅游消费者行为学》、《旅游心理学》、《导游业务》、

《导游英语》、《饭店前厅与客房管理》等；为企事业单位进行“社交礼仪”、“服务礼仪”方面的培训。科研兴趣主要在旅游教育、旅游消费者行为、服务管理、城市旅游等方面。

参与编著《旅游区管理》（武汉大学出版社）、《旅游经济学》（武汉大学出版社）、《导游执业规范》（湖北教育出版社）、教育部“哲学社会科学研究发展报告”系列的《中国旅游业发展报告》（中国旅游出版社）。先后在《旅游研究》、《人文地理》、《旅游学刊》等期刊上公开发表论文十余篇。曾获得华中师范大学优秀博士论文、华中师范大学第九届教师教学竞赛优胜奖、“教学优秀工作奖”二等奖和三等奖等。

10. 张祥 讲师

张祥，男，华东师范大学人文地理学博士，俄克拉荷马州立大学访问学者，旅游管理系讲师，中国旅游研究院武汉分院研究人员。研究方向为区域旅游和酒店企业地理。主持了国家自然科学基金青年项目一项，参与国家级、省部级课题多项，以第一和通讯作者发表论文十余篇。

研究领域：区域旅游和酒店企业地理

代表性成果：

- 国家自然科学基金“酒店企业国际化区位选择”
- 酒店企业跨国扩张区位选择影响因素[J], 经济地理, 2015, (03): 185-190。
- 跨国酒店全球扩张区位选择及其影响因素研究[J], 华中师范大学学报(自然科学版), 2015, 49 (1) : 160-165。
- 天山托木尔峰南坡地区旅游发展模式及路径创新研究[J], 干旱区地理, 2014, (05) : 1065-1073。

11. 李亚娟 讲师

李亚娟，女，中科院地理所与加拿大 McGill 大学联合培养博士（人文地理专业旅游地理方向），旅游管理系讲师，中国旅游研究院武汉分院研究人员。研究方向为旅游地理与社会文化地理，主要研究民族旅游与文化旅游。主持了国家自然科学基金青年项目一项、教育部人文社会科学基金青年项目一项，国家旅游局面上项目一项，以及校级项目两项，发表论文 20 余篇，出版专著一部。

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