

# 旅游管理（2+2 联合班）

## Tourism Management (International Class)

专业代码：120901k

学 制：4 年

Program Code: 120901k

Duration: 4years

### 培养目标：

本专业培养具有国际视野、综合能力强、具有服务精神的旅游管理、酒店管理高级人才与行业精英。通晓国际酒店与旅游管理专业领域所要求的相关理论知识与技能，熟悉国内外旅游酒店业的状况及发展态势，知识面广，实际操作能力、适应能力和表达能力强，正直诚信，并具有较高的外语、计算机应用能力的旅游与酒店管理国际化专业人才。

### Educational Objectives:

This major trains high level talents and elites in the industry in tourism management and hotel management who have international outlook, strong comprehensive capacity and service spirit through international cooperation with foreign universities in school management and joint offer of courses with famous tourism and hotel groups internationally home and abroad. Grasping basic theories of economics and management science, understanding relevant theoretical knowledge and skills, being familiar with current situation and development tendency of tourist hotel industry home and abroad with wide range of knowledge and strong practical operating ability, adaptive capacity as well as communication skills, integrity and honesty and have high level of application of foreign language and computer.

### 毕业要求：

№1.专业核心知识：掌握扎实的基础知识、专业基本原理、方法和手段，能够将经济学、管理学、本专业基础知识和专业知识用于解决旅游管理问题，接触和掌握旅游管理行业部分营运知识，为解决旅游行业实际问题打下知识基础。

№2.社会科学学科的研究方法入门知识：掌握社会科学学科的研究方法入门知识，为解决旅游行业实际问题打下知识基础。

№3.自然科学与工程技术的基础知识和前沿知识：掌握自然科学与工程技术的基础知识和前沿知识，为解决旅游行业实际问题打下知识基础。

№4.数学和逻辑学的基础知识：掌握数学和逻辑学的基础知识，为解决旅游行业实际问题打下知识基础。

№5.问题分析：能够应用经济学、管理学、本专业基本原理、方法和手段和旅游行业营运知识，识别、表达、并通过文献研究分析旅游业管理中存在的问题，以获得有效结论。

№6.设计/开发解决方案：能够设计针对旅游管理相关问题的解决方案，能够在设计环节中体现

创新意识，考虑社会、健康、安全、法律、文化以及环境等因素。

№7.研究：能够基于科学原理并采用科学方法对旅游管理问题进行研究，包括设计实验、分析与解释数据、并通过信息综合得到合理有效的结论。

№8.实践经营与管理能力：能够针对旅游行业和企业经营管理问题，开发、选择与使用恰当的技术、资源、现代工程工具和信息技术工具。

№9.跨文化、国际化交流：具备一定的国际视野，能够在跨文化背景下进行沟通和交流。能够撰写报告和设计文稿、陈述发言、清晰表达和回应指令。

№10.环境和可持续发展：能够理解和评价针对旅游业问题的管理实践对环境、社会可持续发展的影响。

№11.职业规范：具有人文社会科学素养、社会责任感，能够在旅游管理实践中理解并遵守接待服务业的职业道德和规范，履行责任。

№12.个人和团队：能够在多学科背景下的团队中承担个体、团队成员以及负责人的角色。

№13.项目管理：理解并掌握旅游管理原理与经济决策方法，并能在多学科环境中应用。

№14.终身学习：具有自主学习和终身学习的意识，有不断学习和适应发展的能力。

## **Student Outcomes:**

№1.Core knowledge of a certain professional area: An ability to apply knowledge of Economics, Management Science, core knowledge of a certain professional area, knowledge of specialized technique to the solution of tourism management problems.

№2.Core knowledge of a certain professional area: An ability to apply knowledge of fundamental knowledge of social science research methods to the solution of tourism management problems.

№3.Core knowledge of a certain professional area: An ability to apply knowledge of fundamental and frontier knowledge of natural science and engineering to the solution of tourism management problems.

№4.Core knowledge of a certain professional area: An ability to apply knowledge of fundamental knowledge of mathematics and logic to the solution of tourism management problems.

№5.Problem Analysis: An ability to identify, formulate and analyze tourism management problems, reaching to substantiated conclusions using basic principles of Economics, Management Science, core knowledge of a certain professional area, and knowledge of specialized technique.

№6.Design / Development Solutions: An ability to design solutions for tourism management problems and innovatively design systems, components or process that meet specific needs with societal, public health, safety, legal, cultural and environmental considerations.

№7.Research: An ability to conduct investigations of tourism management problems based on scientific theories and adopting scientific methods including design of experiments, analysis and interpretation of data and synthesis of information to provide valid conclusions.

№8.Managemental ability: An ability to create, select and apply appropriate techniques, resources, and modern engineering and IT tools, including prediction and modelling, to tourism management activities,

with an understanding of the limitations.

№9.Communication: An ability to communicate effectively on tourism management problems with society at large, such as being able to comprehend and write effective reports and design documentation, make effective presentations, give and receive clear instructions, and communicate in cross-cultural contexts with international perspective.

№10.Environment and Sustainable Development: An ability to understand and evaluate the impact of professional tourism management solutions in environmental and societal contexts and demonstrate knowledge of and need for sustainable development.

№11.Professional Standards: An understanding of humanity science and social responsibility, being able to understand and abide by professional ethics and standards responsibly in tourism management practice.

№12.Individual and Teams: An ability to function effectively as an individual, and as a member or leader in diverse teams and in multi-disciplinary settings.

№13.Project Management: Demonstrate knowledge and understanding of tourism management principles and methods of economic decision-making, to function in multidisciplinary environments.

№14.Lifelong Learning: A recognition of the need for, and an ability to engage in independent and life-long learning with the ability to learn continuously and adapt to new developments.

### **专业简介：**

随着我校国际化办学程度的不断深入与快速发展，结合旅游管理、酒店管理专业的发展需求与特色，2011年建立旅游管理国际班项目。先后与美国普渡大学、佛罗里达国际大学、威斯康辛大学等知名高校建立2+2合作项目。本专业致力于培养具有国际视野、综合能力强、具有服务精神的旅游管理、酒店管理高级人才。教学团队融合专业教师 and 行业专家共同组成，不但拥有强大的学术成就与教学能力，还兼具丰富的行业高层经验。目前已于香格里拉酒店集团、喜达屋集团、丽兹卡尔顿酒店集团等国际知名酒店集团建立了稳定的合作关系。他们擅长将理论与实践相结合，帮助学生学以致用。学生前二年在华南理工大学注册并完成相应学习任务，经学校及学院选拔推荐，第三年前往国外合作高校学习，学习期满，达到双方高校毕业及学士学位授予条件，颁发华南理工大学和国外大学本科毕业证书及学士学位证书。

### **Program Profile:**

With increasingly deepening and fast development of degree in internationalization of school management of our college combined with demands and characters in development of tourism management and hotel management, we have established international class of tourism management in 2013. We have established 2+2 cooperation programs with Purdue University, Florida International University and University of Wisconsin successively. This major is specialized in training high level of talents in tourism management and hotel management who have international outlook, strong comprehensive . capacity as well as service spirit. The teaching team combines professional teachers with specialists in the industry who have not only

strong academic achievements and teaching ability but also rich senior experience in the industry. We have established stable cooperation with famous hotel groups internationally such as Shangri-La Hotel and Resorts, Starwood Hotels and Resorts as well as RITZ CARLTON Hotels and Resorts at present. They are good at combining theories with practice to assist students to learn in order to practice. Students shall register in South China University and accomplish learning tasks in first 2 years and go abroad to study in foreign universities in cooperation in the third year, and shall grant undergraduate certificate and Bachelor's Degree of both universities in meeting requirements after learning expires.

### **专业特色：**

基于华南理工大学学科优势及“三创型”人才培养目标，本专业通过与国外高校国际化合作办学、与国内国际知名旅游与酒店集团联合开设课程，培养具有国际视野、综合能力强、具有服务精神的旅游管理、酒店管理高级人才与行业精英。

### **Program Features:**

Based on the subject advantages of South China University of Technology and target of personnel training in “three innovations”, this major trains high level talents and elites in the industry in tourism management and hotel management who have international outlook, strong comprehensive capacity and service spirit through international cooperation with foreign universities in school management and joint offer of courses with famous tourism and hotel groups internationally home and abroad.

**授予学位：** 管理学学士学位

**Degree Conferred:** Bachelor of Management Sciences

### **主干课程：**

旅游学导论、接待服务原理、市场营销学、酒店管理原理、住宿业运营—理论与实践、旅游人力资源管理、酒店业财务会计。

### **Core Courses:**

Tourism Principles, Principles of Hospitality, Principles of Marketing, Hotel Management Principle, Lodging Operation- Theory and Practice, Tourism Human Resource Management, Hospitality Industry Financial Accounting

### **特色课程：**

全英语教学课程：英语视听说、人际沟通

双语教学课程：微观经济学、宏观经济学、管理学原理、接待服务原理、酒店管理原理、酒店业财务会计

研究型课程：人类文化多样性

校企合作课：住宿业运营—理论与实践、酒店筹备工程管理

创新实践课程：认知实习、Opera 酒店管理软件系统设计与操作、餐饮产品设计与生产、酒店人力资源管理操作、毕业实习等

创业教育课程：社会学、旅游心理学

### **Featured Courses:**

Courses Taught in English: Listening and Speaking, Interpersonal Communication

Bilingual Courses: Microeconomics, Macroeconomics, The Principle of Management, Principles of Hospitality, Hotel Management Principle, Hospitality Industry Financial Accounting

Research Courses: Tourism Culture

Cooperative Courses with Enterprises: Lodging Operation-Theory and Practice, Hotel Pre-opening Project Management

Innovation Practice: Cognitive Practice, Opera Software System Design and Operation, Food and Beverage Operation and Management, Hotel Human Resources Management System, Graduation Practice

Entrepreneurship Courses: Sociology, Tourism Psychology

## 一、教学计划总体安排表 (General Teaching Schedule)

学 年	学 期	教 学 进 度 安 排 (周)																		理 论 教 学	考 试	入 学 教 育	军 训	课 程 设 计	大 作 业	工 程 训 练	电 子 实 习	综 合 实 验	社 会 实 践	生 产 实 习	毕 业 实 习	其 它 实 习	中 外 合 作 项 目	毕 业 设 计	就 业 安 排	机 动	假 期	小 计		
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18																				19	20
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R																					
一	1		C	A	A	A	A	A	A	A	A	A	A	A	A	B	D	D	D	14	1	1	3													19				
	2	A	A	A	A	A	A	A	A	A	A	A	A	A	A	M	Q	B	B	16	2							1					1		20					
二	3	A	A	A	A	A	A	A	A	A	A	A	A	A	A	Q	Q	B	B	16	2												1		20					
	4	A	A	A	A	A	A	A	A	A	A	A	A	A	A	L	L	B	B	16	2														20					
三	5	第三、四年在美国普度大学、威斯康辛大学等国外高校																																				20		
	6																																						20	
四	7	修读																																					20	
	8																																						20	

## 二、各类课程学分登记表 (Registration Form of Curriculum Credits)

### 1. 学分统计表 (Credits Registration Form)

课程类别 Course Category	课程要求 Requirement	学分 Credits	学时 Academic Hours	备注 Remarks
公共基础课 General Basic Courses	必修 Compulsory	39.0	556	
	通识 General Education	8.0	128	
学科基础课 Disciplinary Basic Courses	必修 Compulsory	35.0	572	
	选修 Elective	10.0	160	
专业领域课 Specialty- related Courses	必修 Compulsory	0	0	华工
		57.0	912	PU
	选修 Elective	3.0	48	华工
		13.0	208	PU
合 计 Total		100.0	1464	华工
		70.0	1120	PU
集中实践教学环节 (周) Practice Training (Weeks)	必修 Compulsory	24.0	24 周	
	选修 Elective	2.0	2 周	
毕业学分要求 Credits Required for Graduation	华工/PU: 100.0+70.0+26.0=196.0, 其中 PU 的学位学分要求: 华工 60.0+PU70.0=130.0			

备注: 学生在取得专业教学计划规定学分的同时, 还必须取得第二课堂 2 个人文素质教育学分和 4 个创新能力培养学分。

## 2.类别统计表 (Category Registration Form)

学时 Academic Hours					学分 Credits						
总学时数 Total	其中 Include		其中 Include		总学分数 Total	其中 Include		其中 Include			其中 Include
	必修学时 Compulsory	选修学时 Elective	理论教学学时 Theory Course	实验教学学时 Lab		必修学分 Compulsory	选修学分 Elective	集中实践教学环节学分 Practice-concentrated Training	理论教学学分 Theory Course Credits	实验教学学分 Lab	创新创业教育学分 Innovation and Entrepreneurship Education
2584	2040	544	2432	152	196	160	36	26	165	5	10

### 三、专业教学计划表 (Teaching Schedule)

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes
				总学 时 Class Hours	上机 Computer-ai ded Class Hours	实验 Lab Hours	实践 Practice Hours			
公共基础课 General Basic Courses	143091	中国近现代史纲要 Skeleton of Chinese Modern History	必修课 C	(32) 24				2.0	1	No8
	143093	思想道德修养与法律基础 Cultivation of Thought and Morals & Fundamental of Law		(40) (36)				2.5	2	No8
	143090	马克思主义基本原理 Fundamentals of Marxism Principle		(40) 36				2.5	3	No8
	143106	毛泽东思想和中国特色社会主义理论体系概论 Thought of Mao ZeDong and Theory of Socialism with Chinese Characteristics		(80) 48				5.0	4	No8
	143094	形势与政策 Analysis of the Situation & Policy		(128)				2.0	1-8	No8
	144001	大学英语(一) College English(1)		64				4.0	1	No10
	144002	大学英语(二) College English(2)		64				4.0	2	No10
	145223	大学计算机基础 Foundations of Computer		32				2.0	1	No5
	152001	体育(一) Physical Education (1)		32			32	1.0	1	No12
	152002	体育(二) Physical Education (2)		32			32	1.0	2	No12
	152003	体育(三) Physical Education (3)		32			32	1.0	3	No12
	152004	体育(四) Physical Education (4)		32			32	1.0	4	No12
	106001	军事理论 Military Principle		(16)				1.0	2	No9
	140194	微积分基础 Calculus Basis (PU3)		64				4.0	1	No4
	140019	概率论与数理统计 Probability & Mathematical Statistics (PU3)	48				3.0	2	No4	
	145270	计算机网络技术及应用(PU3) (FIU3)	48				3.0	2	No5	
		人文科学领域 Humanities	64				4.0			
	171267	西方舞蹈艺术欣赏(PU) Western Dancing Art Appreciation	48				3.0		No2	
	171271	西方音乐作品欣赏 Western Music Appreciation	48				3.0		No2	
	172197	交响乐欣赏 Symphony Appreciation	48				3.0		No2	
	172552	音乐剧欣赏 Appreciation of Musical	48				3.0		No2	
	172628	中国舞蹈发展史	32				2.0		No2	
	172666	世界民族音乐(PU) The World Nationality Music	32				2.0		No2	
		科学技术领域 Science and Technology	64				4.0			



	137062	能源概论 Introduction to Energy Sources		48				3.0		No3
	169114	环境科学与工程导论(PU) Introduction to Environment		32				2.0		No3
	169175	全球气候变化		48				3.0		No3
	170128	生物技术概论 (PU) Introduction to Biotechnology		32				2.0		No3
	170217	生物科学与工程前沿 Cutting-edge Focus on Bioscience and Bioengineering		32				2.0		No3
	<b>合 计</b> <b>Total</b>			684			128	49.0		

### 三、专业教学计划表（续）（Teaching Schedule）

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes
				总学时 Class Hours	上机 Computer-ai ded Class Hours	实验 Lab Hours	实践 Practice			
学科基础课 Disciplinary Basic Courses	168291	旅游学导论 Tourism Principles (PU3)	必 C	48				3.0	1	No1,2,7,9,10,11
	157004	英语视听说 English Watching, Listening and Speaking	必 C	48				3.0	1	No1,2,3,4,5
	168192	市场营销学 Principles of Marketing	必 C	48				3.0	2	No1,2
	168442	接待服务原理 Principles of Hospitality (PU1)	必 C	48				3.0	2	No1
	168479	住宿业运营—理论与实践 Lodging Operation- Theory and Practice	必 C	48			8	3.0	2	No1,7,8
	175113	管理学原理 The Principle of Management	必 C	48				3.0	3	No1,2,4
	174005	统计学 Statistics	必 C	60	16			3.0	3	No1,2,3,4,5
	174001	微观经济学 Microeconomics	必 C	64				4.0	3	No1,2
	168195	酒店管理原理 Hotel Management Principle (PU3)	必 C	48				3.0	3	No1,2,5,6,8,9,10,11
	168226	酒店业财务会计 Hospitality Industry Financial Accounting (PU3)	必 C	48				3.0	3	No1,5
	174002	宏观经济学 Macroeconomics	必 C	64				4.0	4	No1,2
	168358	信息检索(PU1) Information Retrieval	选 E	32	12			2.0	1	No1,2,3,4,5
	175139	旅游人力资源管理 Tourism Human Resource Management	选 E	48				3.0	2	No1

	157005	人际沟通 Interpersonal Communication	选 E	48				3.0	2	№1,2,3,4 ,5,6,7,8
	175006	旅游心理学 Tourism Psychology (PU3)	选 E	48				3.0	3	№1,5,7
	157007	西班牙语 (一) (PU3) Spanish (一)	选 E	48				3.0	3	№1,2,3,4 ,5,6,7,8
	157006	社会学 (PU3) Sociology	选 E	48				3.0	3	№1,2,3,4 ,5,6,7,8
	168432	会展概论 Introduction to Meetings, Conventions and Expositions	选 E	32				2.0	3	№1,5,7,1 2
	168187	休闲业管理 Leisure Industry Management	选 E	48				3.0	4	№1,5,7,9
	157008	西班牙语学 (二) (PU3) Spanish (二)	选 E	48				3.0	4	№1,2,3,4 ,5,6,7,8
	<b>合 计 Total</b>			必 C	572	16		8	35.0	
			选 E	选修课修读最低要求 10.0 学分 minimum elective course credits required:10						
Specialty- related Courses	175064	人类文化多样性(PU3) Tourism Culture	选 E	48				3.0	2	№1
	168443	酒店筹备工程管理 Hotel Pre-Opening Engineering Management	选 E	48			8	3.0	4	№1,2,3,4 ,5,6,7,8
	<b>合 计 Total</b>			选 E	选修课修读最低要求 3.0 学分 minimum elective course credits required:3					

### 三、专业教学计划表 (续) (Teaching Schedule) (第 5~8 学期课程)

类别 Course Category	课 程 名 称 Course Title	是否 必修 C/E	学分数 Credits	开课 学期 Semester
专业领域课 Specialty- related Courses	二外	必 C	3.0	5-8
	二外	必 C	3.0	5-8
	Principles of food preparation & nutrition	必 C	4.0	5-8
	Sanitation and health in food service, lodging & tourism	必 C	3.0	5-8
	Organization and management in the hospitality and tourism industry	必 C	3.0	5-8
	Hospitality and tourism marketing	必 C	3.0	5-8
	Managerial accounting and financial management in hospitality operations	必 C	3.0	5-8
	Quantity food production & service	必 C	3.0	5-8

Quantity food production & service labs	必 C	2.0	5-8
Hospitality and tourism industry internship	必 C	1.0	5-8
Procurement management for foodservice	必 C	3.0	5-8
Hospitality facilities management	必 C	3.0	5-8
Hospitality and tourism sales and service	必 C	3.0	5-8
Cost controls in foodservice and lodging	必 C	3.0	5-8
Global tourism geography	必 C	3.0	5-8
Lodging management II	必 C	3.0	5-8
Hospitality and tourism law	必 C	3.0	5-8
Beverage management	必 C	1.0	5-8
Advanced foodservice management	必 C	4.0	5-8
Feasibility studies and business development in hospitality and tourism	必 C	3.0	5-8
Elective A	选 E	3.0	5-8
Elective B	选 E	3.0	5-8
Elective C	选 E	4.0	5-8
<b>合 计</b> <b>Total</b>	必 C	57.0	
	选 E	选修课修读最低要求 13.0 学分 PU minimum elective course credits required:13	

#### 四、集中实践教学环节(Practice-concentrated Training)

课程 代码 Course No	课程名称 Course Title	是否 必修 C/E	学 时 数 Total Curriculum Hours		学分数 Credits	开课 学期 Semester	毕业要求 Student Outcomes
			实践 Practice weeks	授课 Lecture Hours			
106002	军训 Military Training	必 C	3 周		3.0	1	№9
143197	马克思主义理论与实践 Marxism Theory and Practice	必 C	2 周		2.0	假期	№8
168239	认知实习 Cognitive practice	必 C	1 周		1.0	2	№12
168444	Opera 酒店管理软件系统设计与操作 Opera Software System Design and Operation	选 E	2 周		2.0	4	

168349	餐饮产品设计与生产 Food and Beverage Operation and Management	选 E	1 周		1.0	4	
168349	餐饮企业考察与体验 Catering enterprises investigation	选 E	1 周		1.0	4	
168068	毕业实习 Graduation Practice	必 C	4 周		4.0	7-8	
168171	毕业论文（或毕业设计） Graduation Thesis (or Graduation Design)	必 C	14 周		14.0	7-8	
<b>合 计</b> <b>Total</b>		必 C	24 周		24.0		
		选 E	选修课修读最低要求 2.0 学分 minimum elective course credits required:2				

备注：“PU”的课程为美国普渡大学互认学分课程。

## 五、第二课堂

第二课堂由人文素质教育和创新能力培养两部分组成。

### 1.人文素质教育基本要求

学生在取得专业教学计划规定学分的同时，还应结合自己的兴趣适当参加课外人文素质教育活动，参加活动的学分累计不少于 2 个学分。

### 2.创新能力培养基本要求

学生在取得本专业教学计划规定学分的同时，还必须参加国家创新创业训练计划或广东省创新创业训练计划或 SRP（学生研究计划）或百步梯攀登计划或一定时间的各类课外创新能力培养活动（如学科竞赛、学术讲座等），参加活动的学分累计不少于 4 个学分。

## 5.“Second Classroom” Activities

“Second Classroom” Activities are comprised of two parts, Humanities Quality Education and Innovative Ability Cultivation.

### 1)Basic Requirements of Humanities Quality Education

Besides gaining course credits listed in one’s subject teaching curriculum, a student is required to participate in extracurricular activities of Humanities Quality Education based on one’s interest, acquiring no less than two credits.

### 2)Basic Requirements of Innovative Ability Cultivation

Besides gaining course credits listed in one’s subject teaching curriculum, a student is required to participate in any one of the following activities: National Undergraduate Training Programs for Innovation and Entrepreneurship, Guangdong Undergraduate Training Programs for Innovation and Entrepreneurship, Student Research Program (SRP), One-hundred-steps Innovative Program, or any other extracurricular activities of Innovative Ability Cultivation that last a certain period of time (e.g. subject contests, academic lectures), acquiring no less than four credits.