



浙江工商大学  
旅游与城乡规划学院  
School of Tourism and Urban-Rural Planning  
ZHEJIANG GONGSHANG UNIVERSITY

# 2024

## Introduction of Tourism Management Program (Hospitality Management Specialization)



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# University Introduction

# ZJSU

## ◆ History

Established in 1911, ZJSU was one of the earliest business schools in China, and has a history of 113 years to date.

## ◆ Motto

Honesty, Persistence, Diligence, Simplicity.

## ◆ Authority

ZJSU is co-sponsored by the Ministry of Commerce, the Ministry of Education and the Zhejiang Provincial Government.

## ◆ Excellence

ZJSU is one of the key comprehensive universities in Zhejiang Province. It is one of the first universities in Zhejiang Province to be recognized as having "Internationalized Characteristics" and is one of the top six national universities in the field of finance and economics.

## ◆ Internationalization

Currently, ZJSU has over 1,000 international students from more than 100 countries and regions around the world and has signed inter-school cooperation agreements with over 200 universities and research institutions in more than 50 countries and regions, including the United Kingdom, the United States, Germany, France, Canada, Australia, New Zealand, Japan, and South Korea.

© The School of Tourism & Urban-Rural Planning at Zhejiang Gongshang University, founded in 1986, is one of the earliest colleges to establish the Tourism Management major, which is also a key discipline supported and encouraged by the Zhejiang provincial government.

© It is the only academic institution in Zhejiang Province that offers various academic programs in tourism management, covering bachelor's, master's, doctoral degrees, and a post-doctoral research station.

© According to the 2024 Soft Science World-Class Discipline Ranking, Tourism and Leisure Management at Zhejiang Gongshang University is ranked 6th in China and 48th worldwide. According to the Soft Science ranking of Chinese majors, the Hotel Management major is ranked among the top 4 majors in China.



## OVERVIEW

### Faculty and Staff

**54** Faculty Members

**10** Professors

**16** Associate Professors

**5** Doctoral Supervisors

**32** Master Supervisors

### Students

**921** Students

**742** Undergraduates

**161** Master Students

**18** Doctoral Students

### Departments

Tourism Management Hospitality Management Urban - Rural Planning.

# Program Introduction

## ◆ Academic Program and Degree Offerings

### Degree:

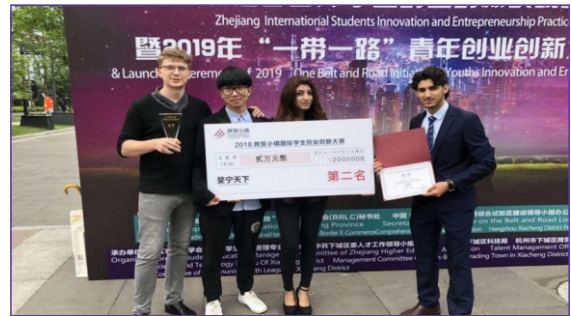
Students who meet the necessary qualifications will be awarded a Master of Management degree, with a specialization in Tourism Management (International Hospitality Management).

### Program Duration:

2.5 years, with a maximum extension of up to 5 years

### Tuition Fees:

25,000 yuan per year



2019 The Belt and Road Initiative Youth Innovation and Entrepreneurship Competition

## ◆ Program Highlights

- ◎ 1. Distinctive Teaching System: The program aims to cultivate talent across the entire spectrum of hospitality management, including product design, operations management, marketing, and customer relationship management. This creates a unique teaching system, providing students with comprehensive and in-depth knowledge in the field.
- ◎ 2. Rich Internship Opportunities with Subsidies: Master's students are offered numerous internship opportunities both domestically and abroad. These internships provide practical experience in the real-world hospitality industry, along with substantial subsidies. This enables students to gain valuable hands-on experience while receiving financial support during their internships.
- ◎ 3. Multiple Scholarship Support: The program is supported by a variety of scholarships, including Zhejiang provincial government scholarships, Zhejiang Gongshang University President's Scholarships, and Zhejiang Gongshang University Scholarships, among others. Students are eligible to apply for these scholarships, which can significantly ease their financial burden and allow them to focus more on their academic and personal development.
- ◎ 4. High - level Faculty: The faculty is highly internationalized, with over 85% of members holding doctoral degrees, and nearly 65% having overseas study or teaching experience. Their international perspectives and strong academic backgrounds enable them to provide students with high-quality teaching and research guidance.
- ◎ 5. International Exchange Partnerships: We have established exchange partnerships with prestigious universities such as the University of Plymouth (UK), Université de Nantes (France), and the Swiss Hotel Management School. These partnerships offer students the opportunity to experience different educational cultures and broaden their international perspectives.
- ◎ 6. Geographical Advantage for Career Development: Zhejiang is a developed region in China with significant geographical advantages. The province has the highest number of hotels in China, offering excellent opportunities for students' career development. Students can easily access abundant high-quality hotel resources, which is advantageous for their future employment and career advancement in the hospitality industry.



Academic Visit to China National Tea Museum

## 最低学分要求56学分

The minimum credit requirement is 56 credits

包含学位公共课、必修课、选修课和实践环节。

Including Degree Public Courses, Compulsory Courses, Elective courses and Practical Sessions.

Degree Public Courses	CREDITS	
Basic Chinese Language (I)	9	Total of 35 credits Needed
Basic Chinese Language (II)	9	
Chinese Listening and Speaking (I)	3	
Chinese Listening and Speaking (II)	3	
Orientation Education	1	
Panorama of Contemporary China	4	
Experience China	2	
Outline of China	2	
Chinese economy and society	2	
<b>Compulsory Courses</b>	<b>CREDITS</b>	
Tourism Research Methods A	2	Total of 15 credits Needed
International Hotel Brand Management	2	
Tourism & Hospitality Marketing	2	
Tourism Research Methods B	3	
Literature Research and Academic Writing	2	
Tourism Destination Management	2	
Hotel Planning and Preparation Technology	2	
<b>Elective Courses</b>	<b>CREDITS</b>	
Exhibition and Festival management	2	At least 6 credits Needed
Tourism Project Investment and Management	2	
Leadership and Management Communication	2	
Hotel Data Analysis	2	
HOTEL Human Resource Management	2	
Hotel Strategic Management	2	
<b>Practical Sessions</b>	<b>CREDITS</b>	
Industry Internship	2	Total of 2 credits Needed

## ◆ Internships Opportunities

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Our university has signed agreements on internship bases with many types of tourism enterprises, such as China Travel Service Zhejiang, Songcheng Group, Senbo Resort Hangzhou, Fliggy, Cintour, and others, to provide diversified scenarios for students' internships and learning. Through the internship practice, international students have access to ample opportunities to get in close contact with Chinese tourists, enter various tourism enterprises and destinations, learn about China's tourism development experience, study in Chinese tourism, practice Chinese expressions, and increase their understanding of Chinese culture. It has built a bridge and stage for international students to move from the classrooms to work scenes in the future.



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