



Program of “Chinese for Tourism”



Shanghai Institute of Tourism



Shanghai Normal University

Shanghai Institute of Tourism



History



Facts



Competencies



Tourism Chinese
Program

I. History



❑ Founded in 1979, SIT is the first tertiary educational entity specialized in tourism and hospitality management under the direct supervision of China National Culture and Tourism Administration

❑ Collaborated with the School of Tourism Shanghai Normal University, SIT offers comprehensive programs of associate (diploma), bachelor, master degrees in tourism, hospitality and related majors.

❑ Affiliate member of UNWTO and member of PATA & EIA

II. Facts

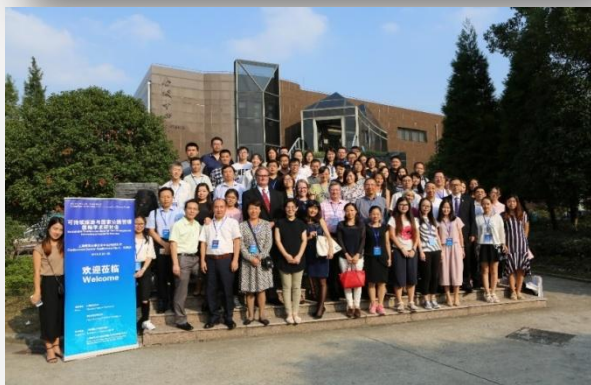
Students on campus

4508 students in total, including:

- ↘ 3396, associate degree program
- ↘ 1009, bachelor program
- ↘ 76, master program
- ↘ 27, international students (long & short term)



Faculty members & staff



Teachers and staff

Total number	339
PhD	59
Master	209
Others	71

Academia

Total number	219
Prof.	16
Assoc. Prof.	52
Lecturers	151



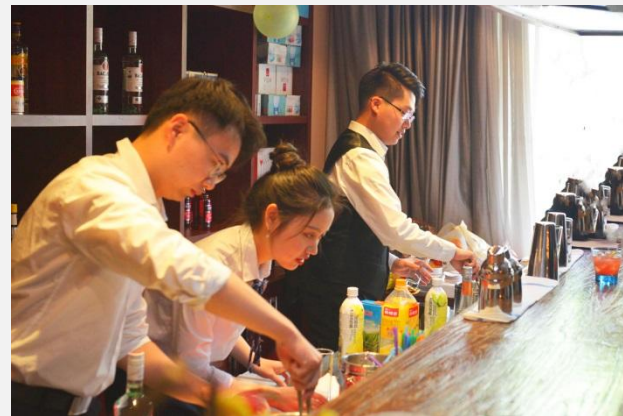
Majors and Programs

Master Degree Programs

Business Administration
Tourism Management
Enterprise Management
Master of Tourism Management (MTA)

Bachelor Degree Programs

Tourism Management
Event Economics & Management
Hotel Management



Programs and Majors

Diploma Programs

Tourism Management

Leisure Service & Management

Event Planning & Management

Culinary Arts & Nutrition

Western Culinary Arts

Catering Management

Wine Service & Management

Hotel Management

Hotel Management (Sino-Canada Program)

E-commerce

Accounting

Financing Management

Tourism English

Tourism Japanese

Applied Korean

Applied Spanish

Cabin Crew Service



Infrastructures and facilities

- ✦ On-campus hotel and kitchens for hands-on practices
- ✦ Simulation facilities like travel agency offices; exhibition spaces and a tourism museum; a mini golf course etc.
- ✦ A tourism focused library with 362,000 paper books and 948GB e-books.



III. Competences

Principles

□ Missions:

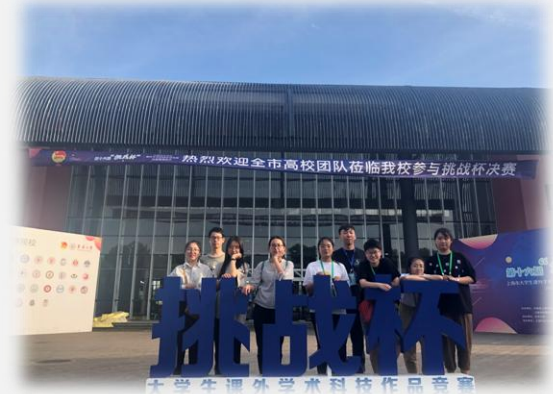
Professional
Service-oriented
International

□ Tactics

develop a complete academic
“ladder” for students to pursue
multi-level degrees

work closely with the industry
and alumni

create opportunities for students
to study or work abroad



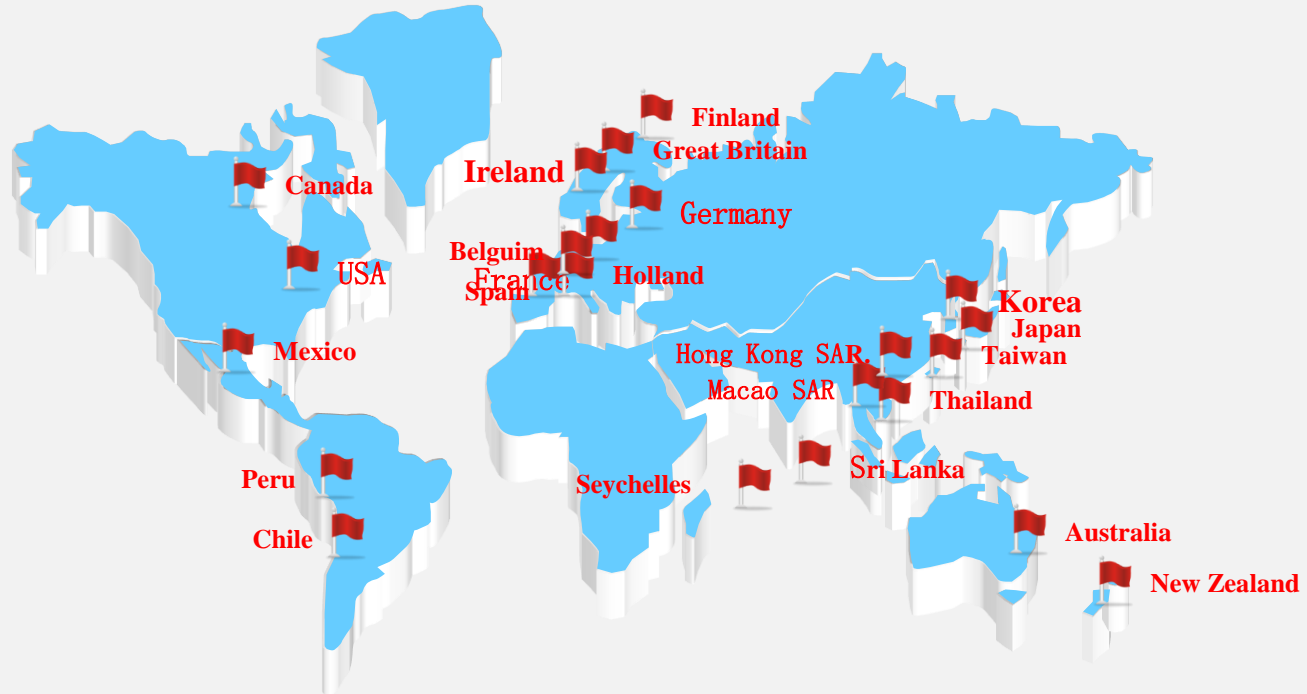
Rankings

According to RCCSE (Research Center for Chinese Science Education) AND the Evaluation Report on Chinese Universities and Majors, all the bachelor programs of SIT are among top 10.

	Ranking	Total No.
Event Planning & Mgt	3	67
Hospitality Mgt	4	141
Tourism Mgt	6	443



Connected with 55 universities or colleges in 23 nations and regions



IV. Chinese for Tourism Program

□ Background:

The COVID-19 has once again highlighted the important role of tourism in countries' economies and the need to restart tourism in a coordinated and organized manner. As an affiliated member of the United Nations World Tourism Organization (UNWTO) and the Asia-Pacific Tourism Organization (APTO), SIT has been actively participating in various activities of UNWTO and PATA and is committed to cultivating high-quality tourism talents with an international perspective.



□ Aim:

To meet the needs of global tourism market in the post-pandemic period and promote tourism and cultural exchange between China and abroad, SIT provides Chinese for Tourism Program for scholars and students from universities and colleges, government officials and staff from related tourism agencies around the world to better understand Chinese tourism.

Tourism Chinese Program (4 Months)

Time & Date	March or September	
Class Size	Minimum size :10 students per class;	
Course Study		
Course Schedule	1. Chinese (speaking & listening)	Teaching 32 hrs Working 8 hrs
	2. Chinese (reading & writing)	Teaching 32 hrs Working 8 hrs
	3. Chinese Culture & Communication	Teaching 32 hrs Working 8 hrs
	4. Practice for Tour Guide	Teaching 32 hrs Working 8 hrs
	Course Language : Chinese & English	
Location	No. 100, Guilin Road, Xuhui District, Shanghai, 200234, China	
Industry Tour	Sightseeing in Shanghai, Investigation Tour to China Hotel Group Chinese culinary experience	



Tourism Chinese Program (4 Months)

Certificate

Certificate is conferred upon completion of the program.

Tuition & Fees

Tuition: 11,500 RMB
Registration fee: 500 RMB
Total: 12000 RMB

Accommodation

Campus housing

1. Foreign Guest House (3,750 RMB/ month/ twin room; 7,500 RMB/ month/ single room)
2. International Exchange Center (5,400 RMB/ month/ twin room; 10,800 RMB/ month/ single room)

Off-Campus Housing

Heyi Hotel (market price for reference)

Students are responsible for the accommodation fees.



NOTE

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“5·18 国际博物馆日”暨“5·19 中国旅游日”系列活动

2019 中国上海



The expenses of industry tour will be covered by SIT.

01

The tuition and fees won't be refunded if students withdraw from the program, and accommodation fees will be paid according to the actual expenses incurred.

02

Specific program arrangements such as time and date can be negotiated for group registration.

03

SIT offers free airport –hotel shuttle service for the groups with more than 10 students.

04

students must have medical and accident insurance and bear their own medical and accident expenses during their stay in China.

05

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