

One day field trip on tourism industry in Zhuhai

珠海旅游行业考察之旅

The major focus of this field trip will be on the tourism industry in Zhuhai, especially on golf club industry and hot spring resort. The field trip will include a tour to Zhuhai Golden Gulf Golf Club and Zhuhai Yu Hot Spring Resort, which are representative in their industry; discussion on management, operations, human resource, finance, marketing and regulatory aspects of club and hot spring resort operations with top managers; and some activities such as golf swing practice will be arranged to provide you real experience.

Some faculty members of School of Tourism Management will be coordinators to provide information and facilitate discussion with industry experts, and be translators as well. We believe that will be a fantastic trip for all the participants who are interested in the tourism industry in Zhuhai.

这次实地考察活动的对象主要针对珠海的旅游企业，特别是高尔夫俱乐部和温泉旅游地这类休闲旅游设施。考察活动主要包括前往参观金湾高尔夫和珠海御温泉度假村这两个在行业中具有代表性的企业；与企业高管讨论行业的管理、运营、人力资源、财务管理、市场营销和行业规则等方面的内容；以及安排一些诸如高尔夫挥杆练习的活动来为参与者提供亲身的体验。

旅游学院将安排学院的老师担任考察队伍的协调员，为参与者提供信息和服务，推动与行业专家的讨论活动，同时担任翻译的角色。我们相信这一天的实地考察活动将带给参与者一个了解珠海旅游行业的难得机会。

Further Information

更多相关信息

Zhuhai Golden Gulf Golf Club

珠海金湾高尔夫俱乐部

Zhuhai Golden Gulf Golf Club is situated in Jinwan District of Zhuhai in a prominent vantage of point of both mountains and South China Sea. This project covers a total of 5 square kilometers and is planned to establish a large-scale golf resort comprising of leisure and entertainment facilities that combine business and residence into a harmonious community. The first phase of development includes 27-holes of golf with 326 villas occupying about 2.5 square kilometers. Colon Montgomerie, a famous European PGA player ranked No. 1 for several consecutive years has designed the course suitable for hosting world class golf tournament. The modified links design consists of a 18-hole, 6532 meters par 72, championship course and a 9-hole course capable of night golf. The design also features a “least disturbance” concept of blending water, sand and wind with the surrounding mountain scenery, reflecting the glamour and unique charm of an international golf course born out of a traditional Scottish style of golf. Recently it is ranked one of the top ten golf clubs in China for several consecutive years.

珠海金湾高尔夫俱乐部位于珠海市金湾区，首期规划建设 27 洞高尔夫球场和 326 幢别墅，占地约 2.5 平方公里，交通网络四通八达，快捷方便。球场由科林·蒙哥马利设计，包括一个 18 洞和一个 9 洞灯光球场，18 洞锦标赛球场总长 6532 米，标准杆 72 杆。球场巧妙变化，贴近自然，球道周围水域环绕，青翠的球道与清澈透碧的湖水相辉映，令人赏心悦目。另外，造型独特的沙坑和变化多端的海风也时刻考验着球友的应变与智慧，充分显示传统苏格兰风格球场的迷人风采和国际赛场的独特魅力。球场近几年连续被评为“全国十佳球场”。





Zhuhai Yu Hot Spring Resort

珠海御温泉度假村

The Zhuhai Yu Hot Spring Resort opened in 1998, is a four star multifunctional hot spring resort which has hot spring, hotel, convention center and other F&B and entertainment facilities. It features a myriad of hot spring pools, some infused with traditional Chinese medicines, some with coffee, wine or mint as well as a selection of over ten indoor VIP hot spring rooms. The resort's rustic grounds are dotted by cottages, rockeries, waterfalls and small bridges giving the area the traditional Chinese version of a pastoral feel. For its excellent service concept and leading service quality in the industry, the Zhuhai Yu Hot Spring Resort has won the title of “innovator and leader of China hot spring industry”, “pilot unit of national service industry standardization of China”.

珠海御温泉度假村于 1998 年开业,是一家四星级温泉休闲旅游度假村 ,集温泉沐浴、健康调养、膳宿会务、休闲娱乐等服务项目一体。御温泉的特色在于其各式各样的温泉池和温泉房 ,

融合了小桥流水、奇花异石的中式田园风光，以及极致的服务标准。由于其卓越服务的理念以及行业中领先的服务质量，御温泉被誉为“中国温泉旅游产业的开创者与引领者”、“中国首部温泉旅游地方标准制定者”、“国家级服务业标准化试点单位”。



