Course Syllabus

Tourism Management

Course Description:

This course provides an introduction to the study of tourism; basic conceptions, definitions, features of tourism and theories are introduced. In this course tourism is examined from the perspectives of a phenomenon, an industry and a field of research. Many tourism development cases of China will be discussed in the class in order to make international students have better understanding about tourism practices in China from the above three perspectives.

Expected Student Outcomes:

1. To acquire a basic understanding of tourism from a perspective of phenomenon, what are factors contributes to its growth and development in China an in the rest of the world, and how to manage to achieve sustainable development.
2. To acquire an understanding of tourism from a perspective of industry, what are the practices of various tourism sectors, including tour operators, hotels, tourist attractions, transportation companies in China.
3. To acquire an increased international understanding about management related travel and tourism.

Course Requirements

This course requires students to complete the following:

Participation: 10%
Short Analytical Paper: 30%
Exam: 60%

About classroom participation: While the grade cannot be based on attendance per se, students should plan to be in class and ready to discuss the readings/ lectures.

About Short Analytical Paper: The length of the paper is about 3 to 4 pages. Students are required to have a comparative study about travel & tourism issues between China and your originating countries by using the book knowledge.

Exams: There will be a written exam held when the course finishes.

Policy on late assignments and missed exam: It will be marked down by 0.1 each day for a late turning in an assignment without making prior arrangements. It will be marked zero for a missed exam.

CLASS SCHEDULE

Lecture 1: A general introduction
A brief introduction about China as a background of Chinese tourism.-Chinese economic growth-Chinese tourism today-concepts about tourism-tourism system
Lecture 2: Tourism Growth in China
Inbound/domestic/outbound tourism growth in China-tourism strategies and policies at different stages of development-tourism organizations-an international comparison of tourism

Lecture 3: Tourism Demand
Concepts of tourism demand-Tourism consumer behavior- effectors of tourism demand, behavior and features of Chinese tourists-Dural structure of inbound and domestic tourism

Lecture 4: Tourist destination 1-The Economic impact of tourism on China
Positive and negative impact- direct, indirect and induced impact – Cases of Pingyao

Lecture 5: Tourist destination 2- Social-Cultural impact and environmental impact

Lecture 6: Tourism supply 1- the intermediate
Introduction about tourism supply-Components of tourism – Dural structure of Chinese tourism supply (domestic and inbound tourism) – laws and regulations about tourism intermediate- history of travel services – travel services today

Lecture 7: Tourism supply 2-Tourism resources and tourist attraction sector
Definition and classification of tourism resources-evaluation of tourism resources – types of tourist attractions – laws and regulation related to resources and attraction management – rural tourism destination development – introduction to some hot tourist attractions in China

Lecture 8: Tourism supply 3- Accommodation sector

Lecture 9: Tourism supply 4 - Transport and other sectors
Introduction – components of the transportation system – competitor analysis – political influences on transport for tourists – future trend – other suppliers such as shopping, tourism related insurance, tourism investment etc..

Lecture 10: The Future Trends of Tourism & final examination
Demand sides – Supply sides
Reviews – Final examination

Class contact hours:

This class meets for 40 plus hours over the 11 week semester, with about 4 hours of class each week for ten weeks and one exam week. This course is equivalent to a 3 credit course at the College of Staten Island.