

Macao Polytechnic Institute
School of Business
Bachelor of Business Administration in Marketing
Bachelor in Accounting
Module Outline

Academic Year 2021/2022 Semester 2

Learning Module	Tourism Management		Class Code	TOUR2120-222/321	
Pre-requisite(s)	NiL				
Medium of Instruction	English			Credits	3
Lecture Hours	45 hours	Lab/Practice Hours	0 hour	Total Hours	45 hours
Instructor	Prof. Kwan Jim Hung Jimmy		E-mail	jhkwan@ipm.edu.mo	
Office	Rm. M531 Meng Tak Bldg., Macao			Telephone	8599-3316

Description

This module provides an overview of tourism management by introducing different primal tourism concepts and theories and illustrating the impact of tourism industry in various domains. Influences of tourism policy on tourism organization are also discussed within the module.

Module Intended Learning Outcomes (MILOs):

After completing this learning module, students will be able to:

1. examine the evolution and development of tourism,
2. identify tourism demand and the tourist as a consumer,
3. understand and manage tourism supply,
4. analyse sectors of the travel and tourism markets,
5. understand different areas of tourism businesses,
6. explain the roles of HRM, entrepreneurship, the public sector and marketing in tourism.

Alignment of Program and Module Intended Learning Outcomes

Accounting Program PILOs	MILOs
1. Integrate the contemporary theories, principles of accounting and business disciplines relevant to general business practice.	MILO 1~6
2. Assess general business scenarios with mathematical and statistical skills.	
3. Apply critical thinking and logical analysis skills and techniques to solve business problems.	MILO 1~6
4. Interpret and analyze accounting information for internal control, planning, performance evaluation, and coordination to continuously improve business process.	
5. Apply accounting or business software for business analysis.	
6. Develop queries to assess management information from database to improve efficiency and effectiveness.	
7. Synthesize the latest requirement of international accounting and auditing standards in preparing financial statements and auditing reports.	
8. Utilize appropriate written and spoken forms to communicate effectively with stakeholders in various cultural environment	
9. Recommend an appropriate course of action by ethically examining the economic, environmental, political, legal and regulatory contexts of global business practice.	MILO 1~6
10. Utilize the latest empirical findings and academic studies to support the recommendation of business projects.	

Alignment of Program and Module Intended Learning Outcomes

BBA(Marketing) PILOs	MILOs
1. Explain the core concepts, values and Skills - Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.	MILO 5 & 6
2. Apply appropriate Tools and technologies - Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.	
3. Proceed Lifelong learning - Students are able to apply self and independent learning to leverage learned knowledge in practical life.	
4. Adopt Leadership approaches - Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.	MILO 1~6
5. Demonstrate and practice Legal and Ethical Values - Students are able to identify professional ethics from broad business practices.	
6. Effective Communication Skills - Students are able to communicate and present ideas effectively.	
7. Critical Thinking - Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.	MILO 1~6
8. Intercultural Competence - Students are competent to associate in a diversified social and global community.	

Content*

Description	Chapter	Date (Tue)	Duration
Topic 1: Examine the evolution and development of tourism: The evolution and development of tourism	2	11 Jan	3 hours
Topic 2: Identify tourism demand and the tourist as a consumer: Understanding tourism demand	3	18 Jan	3 hours
Understanding the tourist as a consumer	4	25 Jan	3 hours
Topic 3: Understand and manage tourism supply: Understanding and managing tourism supply	5	15 Feb	3 hours
Quiz 1 (Chapters 2, 3, 4)			
Topic 4: Analyze sectors of the travel and tourism markets: Travel intermediaries: Tour operators and agents	7	22 Feb	3 hours
Transporting the tourist	8	1 Mar	3 hours
Visitor attractions	9	8 Mar	3 hours
Mid-term Test (Chapters 2, 3, 4, 5, 7, 8)		15 Mar	3 hours
Topic 5: Understand different areas of tourism businesses			
Tourism accommodation and hospitality services	10	22 Mar	3 hours
Topic 6: Explain the roles of HRM, entrepreneurship, the public sector and marketing in tourism. Human resource management in tourism	11	29 Mar	3 hours
Ching Ming Festival – Holiday – No class		5 April (Tue)	
Tourism and entrepreneurship – <i>makeup class</i>	12	6 Apr (Wed, pm)	3 hours
Quiz 2 (Chapters 9, 10, 11)			
The role of the public sector in tourism			
Marketing Tourism	14	19 Apr	3 hours
Revision	ALL	26 Apr	3 hours
Final Exam	ALL	TBA	3 hours
Total contact hours			45 hours

**The above are preliminary time assignment for each topic, and would be modified in accordance with the actual progress in class in the light of students' performance and their progress of understanding under the teacher's discretion. Students should read the required chapter(s) BEFORE coming to class and are responsible for ALL materials covered in class AND in the textbook.*

Teaching Method (TLAs)

This module is primarily conducted by means of class lectures on concepts of Tourism Management. A series of Q&As, in-class discussions, quizzes, assignments and a mid-term test would be used to assess students' understanding of the module materials, as well as to monitor students' progress and commitment to the module.

In order to achieve the outcomes of this module, students are expected to perform the following learning tasks:

- Read and prepare assigned materials before class
- Review and work on exercises after class to evaluate understanding
- Seek advice from instructor for difficulties encountered
- Form study group to learn and practice skills

MILO No.	TLAs are primarily designed to assist students' understanding and learning of the topics covered and the practical application of the concepts of Tourism Management
MILOs 1-6	TLA1: Interactive lectures <ul style="list-style-type: none">• Lectures: In-depth coverage of tourism theories and policies is presented with slides and other additional illustration materials if necessary.• Q&As: Time is allowed to raise questions from both sides (teacher and students).
MILOs 1-6	TLA2: In-class Discussions <ul style="list-style-type: none">• In-class discussions will be held to ensure students' understanding of tourism issues.
MILOs 1-5	TLA3: Assignments/Quizzes/Test <ul style="list-style-type: none">• Students are required to complete assignments, and take quizzes plus a mid-term test. No late submission of assignments will be accepted.

Attendance

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes of Macao Polytechnic Institute”. Students who have less than the required attendance for the enrolled subject are not eligible to attend the final and re-sit examinations and will be given an “F” as their final grade.

Assessment

This learning module is graded on a 100-point scale, with 100 being the highest possible score and 50 being the passing score.

	Item	Description	Percentage
1.	Q&As	MILOs 1-6, Formative assessment	-
2.	Assignments	MILOs 1-6, Formative assessment	10%
3.	Quizzes	MILOs 1-5, Formative assessment	10%
4.	Mid-term Test	MILOs 1-3, Summative assessment	30%
5.	Final Exam	MILOs 1-6, Summative assessment	50%
Total Percentage:			100%

Plagiarism Policy

It is the student’s responsibility to ensure that his/her assignment has been checked by the *Turnitin* software, and the similarity score given by the *Turnitin* software cannot be higher than 30%. However, a special case can be determined by the instructor.

Teaching Material(s)

Textbook(s)

- Page, Stephen J. and Connell, Joanne. (2014). *Tourism: A Modern Synthesis* (4th Ed.). Cengage Learning.

Reference

Reference book(s)

- Cook, R. A., Hsu, C. H. C., & Taylor, L. L. (2018). *Tourism: The Business of Hospitality and Travel* (6th Ed.). Pearson Education.
- McCartney, G. (2013). *Introduction to Tourism Management: An Asian Perspective* (1st edition). McGraw-Hill Education.
- Morrison, A. L. (2013). *Marketing and Managing Tourism Destinations* (1st edition). Routledge.
- Walker, J.R. & Walker, J.T. (2011). *Tourism: Concepts and Practices*. Prentice Hall.
- Weaver, D. & Lawton, L. (2014). *Tourism Management*. Wiley.

Journal(s)

Academic articles, integrative case studies

Website(s)

www.dsec.gov.mo

statistical data related to Macao's tourism industry