



**FACULTY OF BUSINESS**  
**BACHELOR OF MANAGEMENT**  
**LEARNING MODULE OUTLINE**

Academic Year	2024-2025	Semester	1
Module Code	TOUR2120 - 211/212		
Learning Module	Tourism Management		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
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**MODULE 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 (ILOS)**

On completion of this learning module, students will be able to:

M1.	examine the fundamental concepts in the tourism industry
M2.	identify the traveling public and tourism promoters in the tourism market
M3.	describe the impact of technology to gain a competitive advantage in the tourism industry
M4.	identify various service suppliers that provide transportation, accommodations, food and beverage, attractions and destinations for travellers
M5.	evaluate the impact of economic, political, environmental, and social/cultural forces on tourism
M6.	examine the benefits of sustainability and future developments in tourism



These MILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4	M5	M6
P1. Core concepts, values and skills: Students will master management concepts, values and skills for business including strategy development, critical thinking and problem solving using creative and logical analytical skills.	✓	✓	✓	✓	✓	✓
P2. Appropriate tools and technologies: Students will apply tools and technologies appropriate to the business activities, systems and possesses in which they work.						
P3. Lifelong Learners: Students will apply theoretically based practical education to the work environment while becoming successful lifelong learners.						
P4. Leadership: Students will provide leadership while functioning as team, group and organisation members to accomplish goals.	✓	✓	✓	✓	✓	✓
P5. Legal and Ethical Values: Students will exercise care by considering the legal, ethical and human value implications of personal, social and business activities, as well as the significance of business trends to the larger society.						
P6. Effective Communication Skills: Student will communicate clearly and effectively in the verbal and written forms and styles appropriate for the management profession.	✓	✓	✓	✓	✓	✓
P7. Intercultural Competence: Students will commit to learn and practice management skills that will develop competencies required to live in a global community.	✓	✓	✓	✓	✓	✓

#### MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	Chapter 1: Introducing the world's largest industry, tourism	3.0
2	Chapter 2: Marketing to the traveling public	3.0
3	Chapter 3: Developing quality tourism services	3.0
4	Chapter 4: Bringing travellers and tourism service suppliers together	2.0
4-5	Chapter 5: Capturing technology's competitive advantages	2.0
5	Chapter 6: Transportation	2.0
6	Chapter 7: Accommodations	3.0
7	Review and Midterm	3.0
8	Chapter 8: Food and beverage	3.0
9	Chapter 9: Attractions and entertainment	3.0



10	Chapter 10: Destinations	3.0
11	Chapter 11: Economic and political impacts of tourism	3.0
12	Chapter 12: Environmental and social/cultural impacts of tourism	2.0
12-13	Chapter 13: Sustaining tourism's benefits	2.0
13	Chapter 14: The future of tourism	2.0
14	Review	3.0
15	Final Assessment	3.0

### TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4	M5	M6
T1. Interactive lectures	✓	✓	✓	✓	✓	✓
T2. In-class discussion	✓	✓	✓	✓	✓	✓
T3. Assignments/Quizzes/Midterm	✓	✓	✓	✓	✓	✓

### ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

### ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Coursework (In-class discussions, Assignments and Quizzes)	30%	1,2,3,4,5,6
A2. Midterm (Chapters 1, 2, 3, 4, 5, 6)	30%	1,2,3
A3. Final Assessment (Chapters 7, 8, 9, 10, 11, 12, 13, 14)	40%	1,4,5,6
<b>Total:</b>	<b>100%</b>	

The assessment will be conducted following the University's Assessment Strategy (see [www.mpu.edu.mo/teaching\\_learning/en/assessment\\_strategy.php](http://www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php)). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.



## MARKING SCHEME

Grading system:

Letter Grade	Mark Ranges	Grade Point	Grade Definition	Descriptions
A, A-	93-100 88-92	4.0 3.7	Excellent	Strong evidence of original thinking; good organisation, capacity to analyse and systemise; superior grasps of subject matter; strong evidence of extensive knowledge base.
B+	83-87	3.3	Very Good	Evidence of grasps of subject; strong evidence of critical capacity and analytical ability; good understanding of issues; evidence of familiarity with literature.
B B-	78-82 73-77	3.0 2.7	Good	Evidence of grasp of subject; some evidence of critical capacity and analytical ability; reasonable understanding of issues; evidence of familiarity with literature.
C+ C C-	68-72 63-67 58-62	2.3 2.0 1.7	Satisfactory	Profiting from the study experience; understanding of the subject; ability to develop solutions to simple problems in the material.
D+ D-	53-57 50-52	1.3 1.0	Pass	Sufficient familiarity with the subject matter to enable the student to progress without repeating the learning module.
F	0-49	0	Fail	Little evidence of familiarity with the subject matter; weak in critical and analytical skills; limited, or irrelevant use of literature.

## REQUIRED READINGS

### Textbook

Cook, Hsu & Taylor (2018). *Tourism: The Business of Hospitality and Travel* (6<sup>th</sup> global edition). Pearson.



## REFERENCES

### Reference book(s)

Cook, Hsu & Taylor / 張德儀 (2020) · *Tourism: The Business of Hospitality and Travel / 觀光學* · 第 6 版 · 華泰文化。

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

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](http://www.dsec.gov.mo)

Other statistical data related to Macao's tourism industry

## STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

## ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at [www.mpu.edu.mo/student\\_handbook/](http://www.mpu.edu.mo/student_handbook/).