

Macao Polytechnic University

Faculty of Business

Bachelor of Accounting / Business Administration in Marketing

Module Outline

Academic Year 2022 / 2023 Semester 2

Learning Module	Tourism Management	Class Code	TOUR2120 –321/222		
Pre-requisite(s)	Nil				
Medium of Instruction	English			Credits	3
Lecture Hours	45 hrs	Lab/Practice Hours	0 hr	Total Hours	45 hrs
Instructor	Pauline Tam		E-mail	pitam@mpu.edu.mo	
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Description

This learning 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.

Learning Outcomes

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

1. examine the fundamental concepts in the tourism industry;
2. identify the traveling public and tourism promoters in the tourism market;
3. describe the impact of technology to gain a competitive advantage in the tourism industry;
4. identify various service suppliers that provide transportation, accommodations, food and beverage, attractions and destinations for travellers;
5. evaluate the impact of economic, political, environmental, and social/cultural forces on tourism;
6. examine the benefits of sustainability and future developments in tourism;

Content

Topics		Duration
Chapter 1	Introducing the world's largest industry, tourism	3.0 hrs
Chapter 2	Marketing to the traveling public	3.0 hrs
Chapter 3	Developing quality tourism services	3.0 hrs
Chapter 4	Bringing travelers and tourism service suppliers together	2.0 hrs
Chapter 5	Capturing technology's competitive advantages	2.0 hrs
Chapter 6	Transportation	2.0 hrs
Chapter 7	Accommodations	3.0 hrs
	Review and Midterm (Chapters 1, 2, 3, 4, 5, 6)	3.0 hrs
Chapter 8	Food and beverage	3.0 hrs
Chapter 9	Attractions and entertainment	3.0 hrs
Chapter 10	Destinations	3.0 hrs
Chapter 11	Economic and political impacts of tourism	3.0 hrs
Chapter 12	Environmental and social/cultural impacts of tourism	2.0 hrs
Chapter 13	Sustaining tourism's benefits	2.0 hrs
Chapter 14	The future of tourism	2.0 hrs
	Review	3.0 hrs
	Final Assessment (Chapters 7,8,9,10,11,12,13,14)	3.0 hrs
	<i>Total:</i>	45 hrs

Teaching Method

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.

Attendance

Attendance requirements are governed by the "Academic Regulations Governing Bachelor's Degree Programmes" of Macao Polytechnic University. Students who have less than the required attendance for the enrolled Module 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
2.	Coursework	Assignments & Quizzes	30%
3.	Mid-term	Chapters 1,2,3,4,5,6	30%
4.	Final Assessment	Chapters 7,8,9,10,11,12,13,14	40%
		Total:	100%

Plagiarism Policy

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

Teaching Material

Textbook

Cook, R.A., Hsu, C.H.C., & Taylor, L.L. (2018). *Tourism: The Business of Hospitality and Travel* (6th Ed.). Pearson.

Reference

Reference books

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

Academic articles, integrative case studies

Website

www.dsec.gov.mo

Other statistical data related to Macao's tourism industry

Alignment of Program and Course Intended Outcomes (Accounting Program)

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 Course Intended Outcomes (Marketing Program)

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 1~3
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.	