

Course Title: Tourism Management Principle and Practice 觀光管理理論與實務

Course Code: *****

Credit hours: 3 credit hours

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■Course Description:

This course provides an introduction to the leisure, tourism and hospitality industry. It also introduces and explains the importance of tourism, explaining the effects of supply and demand on the economy, culture and the environment. Students will be able to approach various facets of tourism, including: ecotourism; urban tourism; community-based tourism; agricultural tourism; religious tourism; tourism planning, management and policy; and the future of tourism. A multifaceted understanding of tourism allows students to critically evaluate and apprehend tourism policies and activities on economic, social, and environmental domains.

■Course Module Objectives:

1. To be familiar with the concepts and tourism phenomenon as an industry around the world.
2. To understand the direct and indirect impacts of tourism
3. To be familiar with the decision making process and destination choice.
4. To discuss the future development of tourism
- 5. To learn how to be a tourist and tourism provider in Taiwan, and enjoy it.**

■Course Outline (Tentative)

Week	Date	Homework/reports and their due dates	Class hours	Homework/reports and due dates
1	2/17	<ul style="list-style-type: none"> ▪Introduction to the Course Week ▪Discussion where did you visit in Taiwan 	3 hours	Assignment I 3/3 due
2	2/24	TOURISM OVERVIEW <ul style="list-style-type: none"> ▪Tourism perspective 	3 hours	
3	3/3	<ul style="list-style-type: none"> ▪Tourism through the age 	3hours	
4	3/10	<ul style="list-style-type: none"> ▪Career opportunity 	3hours	
5	3/17	UNDERSTANDING TRAVEL BEHAVIOR <ul style="list-style-type: none"> ▪Motivation for Pleasure Travel 	3hours	Quiz 1
6	3/24	Speech: The special tourism destination in Taiwan	3hours	
7	3/31	<ul style="list-style-type: none"> ▪Cultural and International Tourism for Life's Enrichment 	3hours	
8	4/7	<ul style="list-style-type: none"> ▪Sociology of Tourism 	3hours	
9	4/14	TOURISM SUPPLY, DEMAND, POLICY, PLANNING, AND DEVELOPMENT <ul style="list-style-type: none"> ▪Tourism Components and Supply 	3hours	Quiz 2
10	4/21	<ul style="list-style-type: none"> ▪Measuring and Forecasting Demand 	3hours	
11	4/28	<ul style="list-style-type: none"> ▪Tourism ' s Economic Impact 	3hours	
12	5/5	<ul style="list-style-type: none"> ▪ Tourism Planning, Development, and Social Considerations 	3hours	
13	5/12	<u>Field trip survey (5/06-5/09 Matsu Islands)</u>	3hours	Assignment II Due 5/26
14	5/19	Class suspended	3hours	
15	5/26	Class suspended	3hours	
16	6/2	ESSENTIALS OF TOURISM RESEARCH AND MARKETING <ul style="list-style-type: none"> ▪Tourism Marketing 	3hours	Quiz 3
17	6/9	<ul style="list-style-type: none"> ▪Tourism's future 	3hours	
18	6/16	Final Presentation	3hours	Assignment III Due 6/16

https://en.wikipedia.org/wiki/Matsu_Islands

■Teaching Method

- 1.Presentation combines lecture (power point)
- 2.Students' presentation
- 3.Field survey: Visiting the tourism destination and doing survey.
- 4.Special issues to discuss in class or on line.

■Assessment:

Assignments/short report and final presentation: 40%

Attendance and discussion: 30%

Quiz: 30% (Maybe using Kahoot or other on-line assessment app)

■Learning material

I. Prerequisites

1. The handouts that will distribute in the class

2. **Tourism: Principles, Practices, Philosophies. (2009). Charles R. Goeldner, & J. R. Brent Ritchie. John Wiley & Sons, Inc.**

II. References

1. Archer, B. H. (1982). The Value of Multipliers and Their Policy Implications. *Tourism Management*, 3(4), 236-241.
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3. Bramwell, B. & Lane, B. (2010). Sustainable tourism: an evolving global approach. *Journal of Sustainable Tourism*, 1(1), 1-5.
4. Brunt, P. & Courtney, P. (1999). Host perceptions of sociocultural impacts. *Annals of Tourism Research*, 26(3), 493-515.
5. Budowski, G. (1976). Tourism and Environmental Conservation: Conflict, Coexistence, or Symbiosis. *Environmental Conservation*, 3 (1), 27-31.
6. Butler, R. W. (1980). The concept of a tourist area cycle of evolution: Implications for management of resources. *Canadian Geographer*, 24(1), 1-12.
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8. Catlin, J., Jones, R. and Jones, T. (2011) Revisiting Duffus and Dearden's wildlife tourism framework. *Biological Conservation*. 144(5) p. 1537-1544.
9. Dowling, R. (1993). An Environmentally-based Planning Model for Regional Tourism Development. *Journal of Sustainable Tourism*, 1(1), 17-37.
10. Doxey, G, V, (1975). A causation theory of visitor-resident irritants; Methodology and research inferences.
11. Evans, N., Campbell., B & Stonehouse, G. (2003). *Strategic Management for Travel and Tourism*. Oxford: Butterworth-Heinemann.
12. Freeman, R. E. (1983). Strategic management: A stakeholder approach. *Advances in Strategic Management*, 1, 31-60.
13. Hall, C.M. (2007). *Tourism in Australia* (5th ed.). Pearson Education Australia: Frenchs Forest, Australia.
14. Hohl, A., & Tisdell, C. (1995). Peripheral tourism: development and management. *Annals of Tourism Research*, 22(3), 517-534.
15. Gupta, A. (1995). A stakeholder analysis approach for interorganizational systems. *Industrial Management & Data Systems*, 95(6), 3 - 7.
16. Ioannides, D. (2003). Tourism in destination communities. *Tourism in Destination Communities*, 1(4) 37-54
17. Leiper, N. (1979). The framework for tourism: towards a definition of tourism, tourist and the tourism industry. *Annals of Tourism Research*, 1(4), 390-407.

19. Lui, J. & Var, T. (1983). The economic impact of tourism in metropolitan Victoria. *Journal of Travel Research*, 22(2), 8-15.
20. Munhurrun, P. R & Naidoo, P. (2011). Residents' attitude toward perceived tourism benefits. *International Journal of Management and Marketing Research*, 4(3), 45-56.
21. Plog, S. (2001). Why destination areas rise and fall in popularity. *Cornell Hotel and Restaurant Administration Quarterly*, 42(3), 13-24.
22. Rickly-Boyd, J. M. (2012). Authenticity & aura: a Benjaminian approach to tourism. *Annals of Tourism Research*, 39(1), 269-289.
23. Romeril, M. (1985). Tourism and the Environment - Towards a Symbolic Relationship. *International Journal of Environmental Studies*, 25 (4), 215-218.
- Sabo, H. M. (2012). Ecotourism in Rodna Mountains National Park. *Research Journal of Agricultural Science*, 44(2), 226-232.
24. Simmons, D. (1994). Community participation in tourism planning. *Tourism management*, 15(2), 98-108. doi: 10.1016/0261-5177(94)90003-5
25. Moscardo & Laws. (2000). *Tourism in the 21st Century*. Faulkner, Continuum.II.

III. Internet Information

World Heritage

<http://whc.unesco.org/>

UNESCO

http://portal.unesco.org/en/ev.php-URL_ID=29008&URL_DO=DO_TOPIC&URL_SECTION=201.html

Tourism Bureau, Taiwan

<https://eng.taiwan.net.tw/>

World Travel Awards

<http://www.worldtravelawards.com/winners>

VI. Movie/ Film

"TAIWAN" Top 50 Tourist Places | Taiwan Tourism

https://www.youtube.com/watch?v=-ltO_iTeiVM

Top 10 Reasons to Visit Taiwan | MojoTravels

<https://www.youtube.com/watch?v=QM2yM4KVqc0>

■Assignment description

Assignment I

1. Please introduce which country you are from and what tourism resources there are in that country.
2. What are the advantages, disadvantages, potentials and limitations of tourism (SWOT analysis can be used) in your country?
3. How does the government develop tourism? or any support or guidance for the tourism industry?
4. What is your tourism image about Taiwan?
5. Write down the sightseeing places that you heard about Taiwan.

Assignment II (Mid-Term Report)

■Field trip survey

1. Please group into groups to discuss what are the tourism resources on this island? Which are the people, culture, landscape, architecture and properties that you find special? Download the APP to record every day trip in the island, and please take a photo with your mobile phone, write a comment and upload it to the FB platform/ee-class discussion area.
2. Download the Relieve APP, and share your moving path and the photos you took.

■Assignment

1. Write down how you plan your trip to Matsu. Including food, lodging, travel, shopping and entertainment, what is your consideration for each part?
You can do this with a map.
2. What is the most impressive part when you visit Matsu? What do you think about this place? Which part is that makes you feel authentic?

Assignment III (Final Report)

Try to Find a natural, cultural (it can be tangible or intangible) or industry resource in your country, and use this resource to develop related modes that can support the tourism development, such as what kind of travel mode you want to provide, from transportation, food, accommodation, activities and even souvenirs (Eating 食, Sleeping 宿, Seeing 賞, Playing/activity 玩 and Buying 買) to discuss; how do you market the product after your tour product develops out? Is it through advertising, the Internet, or a strategic alliance? You can use the 4Ps marketing to help you cut into the thinking.

Remember that your focus customer is Taiwanese youth; you can interview your Taiwanese partner while you travel in Matsu.

What Are The 4 Ps of Marketing?

The 4 Ps of marketing is a marketing is a concept that summarizes the four basic pillars of any marketing strategy. The four Ps of marketing are:

- **Product:** What you sell. Could be a physical good, services, consulting, etc.

- **Price:** How much do you charge and how does that impact how your customers view your brand?

- **Place:** Where do you promote your product or service? Where do your ideal customers go to find information about your industry?

- **Promotion:** How do your customers find out about you? What strategies do you use, and are they effective?