

Course Outline

Course code	TSMT112
Course name	INTRODUCTION TO TOURISM SERVICES
Duration	2018/19 Fall
Total hours	42
Credits carried	3.0
Lecturer	ELIZABETH CHENG, MAX ZHAO

Course description:

This course presents a comprehensive overview of the interrelated industries of tourism and hospitality. Course topics include the historical development, the diverse composition of the industry, its major players, current trends, and future challenges facing these dynamic businesses. This course is best suitable for aspiring high school-leavers dedicated to joining this world's fastest growing industry. On completion of this course, students will be fully equipped with the essential knowledge required to prepare them for the more advanced courses ahead.

Competencies to reach:

- Understand the multidimensional and interdisciplinary nature of tourism as an area of study
- Get clear about the evolvement and latest development of tourism as a global phenomenon
- Be familiar with the supply system, i.e., how the industry is organized and operated by various actors
- Identify the factors and trends that shape the demand for tourism and hospitality services and their implications for market development
- Gain conceptual as well as direct sense of the range of tourism impacts
- Achieve a higher level of awareness of the various and exciting career options relating to tourism and hospitality
- Acquire a better understanding of the characteristics of the local tourism and hospitality sectors
- Get familiar with the Global Code of Ethics for Tourism
- Build up the ability to apply what has been learnt in class to resolving real world issues

Content:

A historical overview of the tourism and hospitality industry
The definition and system of tourism
Tourist attractions
Tourism demand and markets
The impacts of tourism (socio-cultural, economic, environmental)
Hotel industry
Gaming industry
Restaurant industry
Meeting industry
UNWTO Global Code of Ethics for Tourism

Teaching methodology:

Activities may include, but are not restricted to, the following:

Using teaching aids (e.g. audiovisual materials on actual situations, PowerPoint presentations and handouts)
Case studies are given to acquaint the students of real-life tourism and hospitality situations and students are asked to draw inferences and make suggestions
In class group discussion are conducted for students to emphasize on problem-solving through interaction and exchange of information
Exercises are given to students in form of MCQs (Multiple Choice Questions), Q/A (Questions & Answers), and report writing.
Students have to access IFT library for subject related information with latest books, newspaper, periodicals, journals, prints etc. for reading and references.

Assessment / Evaluation:

Class attendance and participation:	10%
In-class exercise:	20%
Project:	30%
Final examination:	40%*

* For outgoing exchange students, if you cannot attend the final exam because of exchange program arrangement, the final exam will be replaced by an individual project.

* For incoming exchange students and other students, final exam is a compulsory component for the completion of the whole course.

Textbook:

Reference:

Goeldner, Charles R. and Ritchie, J. R. Brent, *Tourism ‐ Principles, Practices, Philosophies*, Twelfth Edition, John Wiley & Sons, 2011

Cook, Roy A., Yale, Laura J. and Marqua, Joseph J. *Tourism ‐ The Business of Travel*, Fourth Edition, Pearson Education, Inc., 2006

Dittmer, Paul R., *Dimensions of the Hospitality Industry*, Third Edition, John Wiley & Sons, 2002

Hall, Colin Michael, *Introduction to Tourism: Dimensions, and Issues*, Fourth Edition, Hospitality Press, 2003

Weaver, David B. and Lawton, Laura, *Tourism Management*, Fourth Edition, John Wiley & Sons, 2010

Walker, John R., *Introduction to Hospitality Management*, Third Edition, Prentice Hall, 2010

Dress code requirement:

Exam duration:

02:00