

## The Hong Kong Polytechnic University

<b>Subject Code</b>	HTM3210
<b>Subject Title</b>	China Tourism
<b>Credit Value</b>	3
<b>Level</b>	3
<b>Pre-requisite / Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	<p>This subject explores the evolution and development of the tourism industry in China. Critical issues that are significant to the industry's current and future development will be discussed. Concepts taught include the historical development of tourism industry in China, administration of the China tourism industry, domestic and international tourism, and tourism resources and products. Students will be able to achieve a broader understanding over the mechanism of tourism in China and the major players in the industry.</p>
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>A. Professional Competence</b></p> <ul style="list-style-type: none"> <li>• Evaluate knowledge and theories in different sectors of China tourism and hotel industry to analyze and evaluate critical issues facing the industry.</li> </ul> <p><b>B. Critical Thinkers</b></p> <ul style="list-style-type: none"> <li>• Analyze hospitality and tourism products, services, and interactions in China to appraise, analyze and evaluate critical issues facing the tourism and hospitality industry.</li> </ul> <p><b>C. Effective Communicators</b></p> <ul style="list-style-type: none"> <li>• Identify major market potential for the tourism and hotel industry in China.</li> </ul> <p><b>D. Innovative Problem Solvers</b></p> <ul style="list-style-type: none"> <li>• Understand the macro environment of tourism and hotel development in China and identify the major challenges and opportunities for tourism and hotel industry in China.</li> </ul> <p><b>F. Ethical Leaders</b></p> <ul style="list-style-type: none"> <li>• Understand the evolution of the tourism and hotel industry in China in the past 30 years.</li> </ul>

<b>Subject Synopsis/ Indicative Syllabus</b>	<ul style="list-style-type: none"> <li>a. Background of Tourism Development in Mainland China</li> <li>b. Tourism policy and administration in Mainland China</li> <li>c. Tourism Resources in Mainland China</li> <li>d. Tourism Product Development in Mainland China</li> <li>e. Inbound Tourism to Mainland China</li> <li>f. Domestic Tourism in Mainland China</li> <li>g. Outbound Tourism from Mainland China</li> <li>h. Hotel Industry in Mainland China</li> <li>i. Travel Services in Mainland China</li> <li>j. Potential of Tourism Industry in Mainland China</li> </ul>																																						
<b>Teaching/Learning Methodology</b>	<p>The subject is divided into weekly hour lectures and hour seminars.</p> <p><b>I. The lectures</b> are designed to provide students with information and guidance.</p> <p><b>II. The seminars</b> permit students to explore the various themes discussed in the subject more detail.</p> <p><b>III.</b> Lectures and especially seminars will be interactive in nature, with group discussions, role play and various other interactive activities included in both.</p>																																						
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1" data-bbox="421 1617 1445 2049"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>F</th> </tr> </thead> <tbody> <tr> <td>i. Tutorial Attendance and Participation</td> <td>10%</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>ii. In-Class Assignments/Quiz</td> <td>10%</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>iii. Group Project I</td> <td>10%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> </tr> </tbody> </table>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						A	B	C	D	E	F	i. Tutorial Attendance and Participation	10%	√	√	√				ii. In-Class Assignments/Quiz	10%	√	√					iii. Group Project I	10%	√	√	√	√		
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	iv. Group Project II	20%	√	√	√	√		
	v. Group Project III	30%	√	√	√	√		
	vi. Final Exam	20%	√	√	√			
	Total	100%	√	√	√			
	<p><b>Participation &amp; attendance</b> is designed to encourage students to express and share their opinions on various topics and issues addressed in class.</p> <p>The <b>group project</b> is designed to enable the students to prepare and present a plan.</p> <p>The <b>exam</b> is designed as a summative assessment to gauge the student's overall knowledge and understanding of the subject.</p>							
<b>Student Study Effort Required</b>	Class contact:		42 Hrs.					
	Other student study effort:		84 Hrs.					
	Total student study effort		126 Hrs.					
<b>Reading List and References</b>	<ol style="list-style-type: none"> <li>Cai, L. A., &amp; Woods, R. H. (1993). China's tourism-service failure. <i>The Cornell Hotel and Restaurant Administration Quarterly</i>, 34(4), 30-39.</li> <li>Cai, L., Hu, B., &amp; Feng, R. (2001). Domestic tourism demand in China's urban centers: Empirical analyses and marketing implication. <i>Journal of Vocation Marketing</i>, 8(1), 64-74.</li> <li>Jackson, J. (2006). Developing regional tourism in China: The potential for activating business clusters in a socialist market economy. <i>Tourism Management</i>, 27(4), 695-706.</li> <li>Jeffrey, D., &amp; Xie, Y. (1995). The UK market for tourism in China. <i>Annals of Tourism Research</i>, 22(4), 857-876.</li> <li>Lai, K., Li, Y., &amp; Feng, X. (2006). Gap between tourism planning and implementation: A case of China. <i>Tourism Management</i>, 27(6), 1171-1180.</li> <li>Li, M., Wu, B., &amp; Cai, L. (2008). Tourism development of world heritage sites in China: A geographic perspective. <i>Tourism Management</i>, 29(2), 308-319.</li> <li>Li, X., Harrill, R., Uysal, M., Burnett, T., &amp; Zhan, X. (2009). Estimating the size of the Chinese outbound travel market: A demand-side approach. <i>Tourism Management</i>, In Press, Corrected Proof</li> <li>Lim, C., &amp; Pan, G. W. (2005). Inbound tourism developments and patterns in China. <i>Mathematics and Computers in Simulation</i>, 68(5-6), 498-506.</li> <li>Oudiette, V. (1990). International tourism in China. <i>Annals of Tourism Research</i>, 17(1), 123-132.</li> <li>Qu, H., &amp; Lam, S. (1997). A travel demand model for mainland Chinese tourists to Hong Kong. <i>Tourism Management</i>, 18(8), 593-597.</li> <li>Qu, R., Ennew, C., &amp; Thea Sinclair, M. (2005). The impact of regulation and ownership structure on market orientation in the tourism industry in China. <i>Tourism Management</i>, 26(6), 939-950.</li> <li>Sofield, T. H. B., &amp; Li, F. M. S. (1998). Tourism development and cultural</li> </ol>							

- policies in China. *Annals of Tourism Research*, 25(2), 362-392.
13. Tisdell, C., & Wen, J. (1991). Investment in China's tourism industry: Its scale, nature, and policy issues. *China Economic Review*, 2(2), 175-193.
  14. Cai, L. A., & Woods, R. H. (1993). China's tourism-service failure. *The Cornell Hotel and Restaurant Administration Quarterly*, 34(4), 30-39.
  15. Cai, L., Hu, B., & Feng, R. (2001). Domestic tourism demand in China's urban centers: Empirical analyses and marketing implication. *Journal of Vocation Marketing*, 8(1), 64-74.
  16. Jackson, J. (2006). Developing regional tourism in China: The potential for activating business clusters in a socialist market economy. *Tourism Management*, 27(4), 695-706.
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  19. Li, M., Wu, B., & Cai, L. (2008). Tourism development of world heritage sites in China: A geographic perspective. *Tourism Management*, 29(2), 308-319.
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  27. Wang, Y., & Wall, G. (2007). Administrative arrangements and displacement compensation in top-down tourism planning—A case from Hainan province, China. *Tourism Management*, 28(1), 70-82.
  28. Wen, Z. (1997). China's domestic tourism: Impetus, development and trends. *Tourism Management*, 18(8), 565-571.
  29. Xiao, H. (1997). Tourism and leisure in China: A tale of two cities. *Annals of Tourism Research*, 24(2), 357-370.
  30. Yan, G., & Santos, C. A. (2009). "China, forever": Tourism discourse and self-orientalism. *Annals of Tourism Research*, 36(2), 295-315.
  31. Yan, H., & Bramwell, B. (2008). Cultural tourism, ceremony and the state in China. *Annals of Tourism Research*, 35(4), 969-989.
  32. Yang, C.-H., Lin, H.-L., & Han, C.-C. Analysis of international tourist arrivals in China: The role of world heritage sites. *Tourism Management*, In Press, Corrected Proof
  33. Ying, T., & Zhou, Y. (2007). Community, governments and external capitals in China's rural cultural tourism: A comparative study of two adjacent villages. *Tourism Management*, 28(1), 96-107.
  34. Zhang, H., & Heung, V. C. S. (2001). The emergence of the mainland

	<p>Chinese outbound travel market and its implications for tourism marketing. <i>Journal of Vocation Marketing</i>, 8(1), 7-12.</p> <p>35. Zhang, H., &amp; Terry, L. (1999). An analysis of mainland Chinese visitors' motivations to visit Hong Kong. <i>Tourism Management</i>, 20(5), 587-594.</p> <p>36. Zhong, L., Deng, J., &amp; Xiang, B. (2008). Tourism development and the tourism area life-cycle model: A case study of Zhangjiajie national forest park, China. <i>Tourism Management</i>, 29(5), 841-856.</p>
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