

Course outline for Tourism Management

Course title: Tourism E-business

Class hour: 32

Credit: 2

Course type: Optional course

Course Description:

This course addresses the application and development of computer network technology in the tourism industry. It focuses on the tourism information development, tourism marketing online, the construction of tourism websites, the marketing system of tourism destinations, tourism office automation system, and tourism consulting service system, etc. After this course, the student will be familiar with the technologies and information system and well- prepared to apply computing skills in their jobs.

Course Aim

- 1, Introduce the student to the application of the information system in the hospitality area;
- 2, Develop the computing skills of the student so that they can be more compatible in the industry.

Assessment:

Seminar and Class attendance	10%
Mid-term exam	20%
Final exam	70%

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AusPac International Pty. Ltd

Name: Yanni Liang

Signature: [Signature]

Date: 15 / 07 / 2017

Course title: Tourism Economics

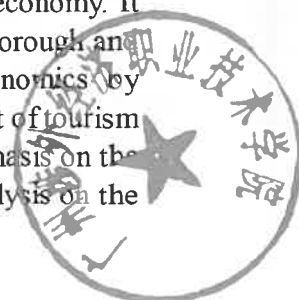
Class hour: 48

Credit: 3

Course type: Compulsory course

Course outline:

This course will introduce the basic knowledge of the principles and concepts of economy. It emphasized on the basic theories and methodologies of tourism economics in a thorough and systematic way according to the theories and methodologies of modern economics by employing multi-disciplinary knowledge. It covers the emergence and development of tourism economy, the nature and characteristics of tourism economy. The course lays emphasis on the integration of theories with practice. Particular attention is paid to quantitative analysis on the



basis of qualitative research. This course provides students with a firm theoretical, scientific, systematic, and practical foundation. After this course, the student will be familiar with the economy in the business area and have an overview of the macroeconomics and microeconomic foundation.

Course Aim

- 1, To introduce the student about the basic idea of economy and get them have a sense of how economy work in the business area.
- 2, To get the student understand how important the economy in the real world business and to develop their skills in decision making.

Assessment:

Seminar and Class attendance	10%
Mid-term exam	30%
Final exam	60%

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AusPac International Pty. Ltd

Name: Yanni Liang

Signature: [Signature]

Date: 13 / 07 / 2017

Course title: Meeting and Festival Marketing

Class hour: 32
Credit: 2
Course type: optional

Course outline:

This course addresses issues such as organization of meeting activities, tourism festival design, the implementation of marketing plan, and the organization operation. Topics covered include:

- the types of meeting and festivals
- activity planning
- constructing organization
- the implementation of marketing plan
- sustainable effects at later stage

This course aims to enable students to have a full understanding of the whole procedure and basic theories of meeting and festival marketing and to make preliminary plans or working plans of meeting and festival marketing.

Assessment:

Seminar and Class attendance	10%
Mid-term exam	20%
Final exam	70%



Course title: Tourism Marketing

Class hour: 48

Credit: 3

Course type: Compulsory course

Course outline:

This course performs an in-depth analysis of tourism industry and tourist products based on the marketing theory. Specifically, it examines the concepts of tourism marketing in simple terms. Students will learn to

- have a mastery of the basic principles and methods of tourism marketing
- master the theories of market analysis, marketing mix and tourist destination marketing
- apply the theories in the practice and conduct discussions and researches on topics of the basic methods and strategies of tourism marketing according to the characteristics of tourism industry.

Assessment:

Seminar and Class attendance	10%
Mid-term exam	20%
Final exam	70%

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AusPac International Pty. Ltd

Name: Yanni Jiang

Signature: _____

Date: 13 / 07 / 2017

Course title: Human Resources Management in Tourism Industry

Class hour: 48

Credit: 3

Course type: Compulsory course

Course outline:

This course provides a comprehensive and systematic introduction to the general principles and framework of human resources management in tourism industry with combination of general principles of human resources management with the practice of tourism business. Students learn to:

- master the basic theories and methodologies of human resources management
- understand how the tourist businesses make strategies and planning in human resources
- understand how the tourist businesses conduct recruitment, make proper use of human resources, training and keep employees with diverse ways of human resources management

Assessment:

Seminar and Class attendance	10%
Mid-term exam	20%
Final exam	70%



Course title: Employment Guidance and Career Planning

Class hour: 48

Credit: 3

Course type: Compulsory course

Course outline:

This course is to introduce the employment relation between the employer and employee and concepts in the employment situation, as well as suggestion for career planning. Understanding the nature of the organization will help student better comprehends their role at work and to develop their skills in maintain the good relationship with employer. The course will give a theoretical idea of the art of management of employment relation by introducing the differing interest among different parties.

Course Aim

- 1, To get student understand the employment relation and the art of getting along with their employer, as well as how to manager people when they become leader in the future.
- 2, To develop student's skill in problem solving and decision making in the employment relation.

Assessment:

Seminar and Class attendance	10%
Mid-term exam	20%
Final exam	70%

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AusPac International Pty. Ltd

Name: Yanni Jiao

Signature: [Signature]

Date: 15 / 07 / 2017

Course title: University English

Class hour: 64

Credit: 4

Course type: Compulsory course

Course outline:

Students undertaking this course will develop their skills in reading, writing and speaking English in an intensive study situation. They will read selected English academic texts (or extracts from them), learn skills for understanding these texts, and develop written and spoken responses to them. The course is appropriate for both students whose first language is not English and for native speakers of English. Students will develop transferable skills in critical thinking, research, the evaluation of secondary sources and the planning and drafting of academic assignments.



Course Aims:

- 1, To improve the English skills of the student and prepare them to work in the English-speaking environment.
- 2, To develop student communication competence and prepare them for a global business context.

Assessment:

Seminar and Class attendance	10%
Mid-term exam	20%
Final exam	70%

Course title: Applied-English Interpretation (Non-Professional)

Class hour: 64

Credit: 4

Course type: Compulsory course

Course outline:

This course will provide foundation skills for student to communicate fluently in the business context. The course will prepare the student to interpret in the general dialogue setting, with the potential to interpret in general monologue settings. After the course, student will be well prepared for employment in a global business environment.

Course Aims:

- 1, To improve the English communication skills of the student and prepare them to work in the global business context.
- 2, To develop the student's interpreting skills that can increase their competence in the English-Speaking working environment.

Assessment:

Seminar and Class attendance	10%
Mid-term exam	20%
Final exam	70%

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AusPac International Pty. Ltd

Name: Yan Li Kang

Signature: _____

Date: 13 / 07 / 2017



Course title: Management

Class hour: 64

Credit: 4

Course type: Compulsory course

Course outline:

This course addresses the general laws of business operations and organizational activities. It is intended to provide a guideline for the operation of organizations by means of researching into business operation and organizational activities. It covers three levels of management:

- level of implications of management involving management activity, management thought and management theory
- level of management process involving decision-making, planning, organization, human resources, leadership, incentives, communication, and controlling
- level of management improvement and innovation.

Assessment:

Seminar and Class attendance	10%
Mid-term exam	20%
Final exam	70%

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AusPac International Pty. Ltd

Name: Yanni Liary

Signature: _____

Date: 13 / 07 / 2017

Course title: Tourism Attractions Management

Class hour: 48

Credit: 3

Course type: Compulsory course

Course outline:

This course starts with the analysis of the concept of tourism resources and it explores the research targets, contents and methodologies of tourism resources management. The objectives of the course are:

- a) to enable students to have an understanding of the characteristics, functions, types of various natural and human tourism resources
- b) to enable students to have a mastery of the investigation, evaluation criteria and methodologies of various tourism resources
- c) to develop in students the capability to apply theory in practice.

Assessment:

Seminar and Class attendance	10%
Mid-term exam	20%
Final exam	70%



Course title: Travel Agency Management

Class hour: 48

Credit: 3

Course type: Compulsory course

Course outline:

This course addresses issues concerning travel agency management such as the demand and supply, the product development, marketing management, purchasing management, human resources management and financial management. It makes a prediction of the development trend of travel agency in China according to the present situation of travel agency. By the completion of the course, students will develop a greater understanding and mastery of the methods and principles of travel agency management and tourist products development. This course establishes a foundation for students for participating in the tourist business management.

Assessment:

Seminar and Class attendance	10%
Mid-term exam	20%
Final exam	70%

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AusPac International Pty. Ltd
Name: Yanni Jians
Signature: _____
Date: 13 / 07 / 2017

Course title: Meeting and Festival Marketing

Class hour: 32

Credit: 2

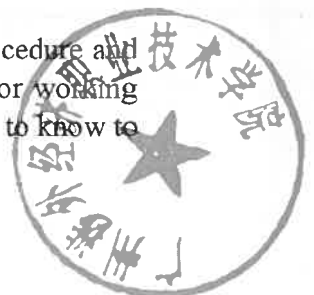
Course type: optional

Course outline:

This course addresses issues such as organization of meeting activities, tourism festival design, the implementation of marketing plan, and the organization operation. Topics covered include:

- the types of meeting and festivals
- activity planning
- constructing organization
- the implementation of marketing plan
- understanding buyers and markets
- sustainable effects at later stage
- promotional decisions
- Price Decisions

This course aims to enable students to have a full understanding of the whole procedure and basic theories of meeting and festival marketing and to make preliminary plans or working plans of meeting and festival marketing. Students may find all the things they need to know to start a marketing career.



Assessment:

Seminar and Class attendance	10%
Mid-term exam	20%
Final exam	70%

Course title: Tourism English

Class hour: 32

Credit: 2

Course type: Compulsory course

Course outline:

This course introduces the basic and relevant knowledge of tourism industry in English essential for the staff in tourism industry. It aims to develop students' reading comprehension in English and the ability to use English through substantial drilling in reading and conversation. This course is of practical use and provides a theoretical guidance for undergraduates who will be engaged in tourism management.

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AusPac International Pty. Ltd

Name: Yanni Liang

Signature: _____

Date: 13 / 07 / 2017

Course title: Applied Writing Skills

Class hour: 32

Credit: 2

Course type: Compulsory course

Course outline:

This course required to student to obtain a basic academic writing skills and relevant industry academic language. It aims to develop students to using digital and book research ability to deal with assignments and reports as well as paraphrasing skills.

Assessment:

Seminar and Class attendance	10%
Mid-term exam	20%
Final exam	70%



Course title: Tourism Laws and Policy

Class hour: 32

Credit: 2

Course type: Compulsory course

Course outline:

This course addresses the fundamentals of tourism laws, the industry laws and policies closely related to tourism industry, and the laws and policies protecting the legitimate rights and interests of tourism consumers, etc. It is designed to help students master the basic knowledge such as tourism concepts, the relationship between tourism and laws, tourism legislation, the related regulations of the operation of travel agency, and the rights and obligations of travel agency.

Assessment:

Seminar and Class attendance	10%
Mid-term exam	20%
Final exam	70%

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AusPac International Pty. Ltd

Name: Yanni Zhang

Signature: _____

Date: 13 / 07 / 2017

Course title: Total Quality Management in Hospitality Industry

Class hour: 32

Credit: 2

Course type: Optional course

Course outline:

This course focuses on the introduction to the basic knowledge and principles of TQM (total quality management) in modern hospitality industry and performs in-depth analyses on the basis of the nature of the hospitality industry. The objectives of the course are:

- to enable students to understand the changes and development of the quality management concepts
- to establish a firm quality management concept which centers on meeting the needs of customers
- to master the methods of TQM
- to develop the capability to solve problems concerning service quality by case study and discussion.

Assessment:

Seminar and Class attendance	10%
Mid-term exam	20%
Final exam	70%



Course title: International Hospitality Etiquettes

Class hour: 32

Credit: 2

Course type: Optional course

Course outline:

This course provides an introduction to the characteristics of international hospitality etiquettes, the behavior norms of the receptionists, hospitality and service etiquettes, and the general etiquettes and conventions of China's main guest source countries and districts. Students will gain:

- an understanding of the characteristics and principles of the modern hospitality etiquettes
- mastery of behavior norms of tourism receptionists
- an understanding of the importance and requirements of appearance, bearing and good manner in the international hospitality
- an ability in hotel management and social communication

Assessment:

Seminar and Class attendance	10%
Mid-term exam	30%
Final exam	60%

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AusPac International Pty. Ltd

Name: Yanni Liang

Signature: [Signature]

Date: 13 / 07 / 2017

