Hospitality and Tourism in China: A Global Perspective

Welcome to SHTM001x

This is the first MOOC to showcase the hospitality and tourism industry in China to understand its specifics and its differences from the travel sector of rest of the world.

The purpose of this course is to give insights into travel trends within and outside China from global perspectives. We will take a look how the industry develops, what travelers want and how this impacts and affects China and the world at present and in the future.

The interactive course will help you to understand China's tourism sector from its importance on the global scale. After completing this course, you will have an understanding about China and its tourism, why China is important for the tourism and hospitality sector in a global context.

About the Course

Level: Introductory
Prerequisite: None

Subject Field:
Business & Management
Social Science

Start Date:
November, 15, 2016
Length:
6 weeks

Effort:
2-3 hours / week

Language(s):
English

Certificate:
Official and verified

Learning Objectives

- This course is designed to provide learners an introduction to China's tourism and hospitality, the travel trends within and outside China from global perspectives;

- The course examines political, economic, and social impacts brought by the tourists from both hosts and guests' point of view;

- Learner will be able to create their individual study plan to manage their time effectively (Self-Learning) and engage in the discussion forum and peer-to-peer review assignment (Collaborative learning);

- This MOOC would like to encourage you to be a lifelong learner, learning actively in our MOOC course, instead of passive learning in traditional classroom.

Learning Outcomes

Upon completion of the subject, students will learn about:

- Tips and advice about China from tourism and hospitality experts;
- How tourism business operates in China and with Chinese abroad;
- Development of China's tourism sector and future travel trends;
- The influence of China on global tourism;
- The economic, social-cultural, and environmental impacts of tourism in China;

Course Schedule

Week and Module Name		Descriptions	Start Date
Welcome			8-Nov-16 (00:00 UTC)
1	*Tourism and China: An Overview*	Introduce you into the course and the history of tourism and hospitality in China and the Asian way of hospitality	15-Nov-16 (00:00 UTC)
2	*Understanding the Chinese Traveler*	Focuses about travelers and travelling inbound and outbound of China and gives you insights into Chinese consumer behavior and how social media works behind the Great Chinese Wall	22-Nov-16 (00:00 UTC)
Live Session 1 (Chinese Customers)			24-Nov-16 (00:00 UTC)
3	*The Industry, Tourism Supply and China*	About the industry and their products like tourism places, hotels, restaurant, events and transportation with for example insights into Chinese food and Western wine pairing or travelling on cruise ships	29-Nov-16 (00:00 UTC)
4	*Tourism Impacts and China*	Will take you to the famous destination of Guilin, where the impact of tourism on places, people and the environment is showcased	6-Dec-16 (00:00 UTC)
5	*Tourism Future and China*	Will take a look into the future development of Chinese hospitality and tourism	13-Dec-16 (00:00 UTC)
Live Session 2 (Future and China Tourism)			15-Dec-16 (00:00 UTC)
6	*Wrap up- Course Conclusion*	Peer assessment hand-in and Final overview of the whole course	20-Dec-16 (00:00 UTC)
Assessment Deadline			27-Dec-16 (00:00 UTC)
Certificate Date			03-Jan-17 (00:00 UTC)

Course Activities

- Course Videos

  Each module will have several instructor video presentations and also interview videos from a variety of guests from industry and other tourism experts from China. You can view the videos with the transcript in English language.

- Readings

  Readings will be taken from a variety of media sources, such as traditional news organizations, blogs, social media and so on. You will get more from the course if you finish the readings before viewing the video lectures. We will also provide supplemental materials for learners who want to go deeper.

- Interactivities

  We will create conversations and discussions by posing questions related to the topic on the discussion forums to encourage you to engage with peers. Live sessions will be provided as well. The goal is to deepen your understanding of the content, think deeper and go beyond those topics, and also collaborate with peers in learning process.

- Assessment

  There will be several activities and quizzes in this course, which may assess your knowledge of each module's readings and lecture videos. We also will ask you to do a peer-assignment, by giving some feedbacks to peers on their essays about the given topic.

Discussion Forum

Participation in discussion forum is strongly encouraged by the course staff. We would like to encourage learners to participate in the discussion forum minimum twice a week. To create a good learning experience, instructors and TAs will be looking at the discussion forum three times a day (24hrs) to give answers to questions or other feedback.

Several ground rules:

- Don't copy-paste from others;
- Once posted, a discussion cannot be edited or deleted by you;
- If you have technical questions, please contact with edX Technical Support team FAQ.

Please see Netiquette: Ground Rules for Online Discussions for more details about online discussion.

Course Instructors

Professor Kaye Chon
Walter Kwok Foundation Professor in International Hospitality Management and Dean and Chair Professor of SHTM. As a former hotel manager and tourism industry consultant, he previously held academic positions at the University of Houston, University of Nevada, Las Vegas, and Virginia Tech. His teaching and research expertise is in the field of service management, hospitality marketing as well as conventions and events.

Professor Haiyan Song
Haiyan is Associate Dean (Research) and Chair Professor of Tourism. His main research area is tourism economics with a particular focus on tourism demand modelling and forecasting. He was educated both in China and the UK and has extensive research and consultancy experiences in such areas as foreign direct investment in China and economic issues related to China's tourism sector.

Professor Hanqin Qiu
Professor of International Tourism. Doing her first steps in in e-learning, this MOOC is based on her subject: China, Tourism and the World; Research interests: tourism studies, consumer behavior, China hotel and tourism development and policy issues; She has been actively involved in consulting and executive training programs in China and conducted various training projects for UNWTO.

Dr. Dan Wang
From 2008 to 2012, Dr Wang worked in the National Laboratory for Tourism & eCommerce as co-investigator for several research projects cooperating with U.S. government institutions and industry. Then Dan joined SHTM as Assistant Professor. Research interests: impact of information communication technology on tourist experience and tourism business strategy.

Dr. Tony Tse
Tony Tse, Professor of Practice, teaches Marketing Management at SHTM. Tony Tse is a Bachelor graduate of the University of Hong Kong, has an MBA degree from Macquarie University, and PhD degree from Southern Cross University (both in Australia). Tony Tse is a member of the Board of Directors at the Travel Industry Council of Hong Kong.

Dr. Vincent Tung
Received his MBA and PhD in Tourism Management and Marketing from the University of Calgary in Canada. Research interests: tourism experiences, consumer behaviour, corporate social responsibility, and innovations in tourism marketing and management. His recent publications have appeared in Tourism Management, Annals of Tourism Research, and Journal of Business Ethics.

Dr. Murray Mackenzie
Murray is Education Specialist for Integrated Learning and a stronghold of the Food and Wine Academy of SHTM and Hotel ICON. He completed his PhD through the University of Waikato, New Zealand and has held key positions in major hotels and restaurants such as Executive Sous Chef, Head Banqueting Chef and Executive Head Chef.

Dr. Denis Tolkach
Assistant Professor in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University; Prior to moving to Hong Kong in 2013 he has undertaken teaching and research in Australia and Timor-Leste; He teaches Contemporary Issues in Tourism, Visitor Management and Ethics and Social Responsibility.

Dr. Zhaoping (George) Liu
George earned Bachelor and Master degrees at Nankai University and East Carolina University, a PhD degree in the School of Hotel Administration at Cornell University; He worked for China National Tourism Administration and was visiting lecturer at Cornell; He teaches tourism and hospitality related subjects at the SIT in Singapore.

Dr. Ada Lo
Dr. Ada Lo is an Associate Professor at SHTM. She obtained her PhD from the School of Hotel and Restaurant Administration of the Oklahoma State University, the undergraduate and master's degrees from the School of Hotel Administration at Cornell University. Dr. Lo's research expertise lie in the areas of tourists' spa experiences, shopping behavior, customer consumption emotions, CRM, and branding.

Dr. Sabrina Huang
She received her BA and MA degrees in English Literature from National Taiwan Normal University. After working as a high school English teacher for two years, she decided to pursue further studies abroad in leisure and tourism management. She earned an MSc degree in Recreation, Sport, and Tourism from the University of Illinois at Urbana Champaign, and a doctorate in Parks, Recreation, and Tourism Management from Clemson University.

Dr. Chloe K. H. Lau
Assistant Professor and Accredited Trainer for Meeting Professionals International (MPI), joined the School of Hotel and Tourism Management (SHTM) in 2006. She is currently also the Programme Leader for BAC Xi'an. She is the recipient of the SHTM Teaching Excellence Award 2009 and the President's Award for Excellent Performance in Teaching 2009.

Dr. Markus Schuckert
Assistant Professor in the School of Hotel and Tourism Management. Markus is producing this MOOC. His research is about contemporary strategic management and marketing in tourism, hospitality and transportation. Markus is interested in MOOCs, SPOCs, other forms of online teaching and learning as well as social media marketing and the sharing economy in hospitality and tourism.

Muhammad Aamir Khan
Aamir is the Project Associate for this MOOC and pursuing his PhD in Service Innovation in Industrial and Systems Engineering Department (ISE) at The Hong Kong Polytechnic University. He received his Undergraduate and Master degree from Pakistan and Sweden respectively.

Yvonne Li Zhisheng
Yvonne is the Project Assistant of this MOOC Project and received Master Degree of Education (Designing Powerful Learning Environment) in The University of Hong Kong.

Grading Policy and Certification Requirements

We have created a variety of assessments to create a good experience, enabling you to earn the maximum number of points throughout the course.

Assignments are used throughout the course for assessment. During the six weeks of this course, quizzes and assessments are taking place in every week and are linked to each subsection. Every assignment carries a mark in percent. *The passing mark is the average of all single result and equal to 60% (out of max 100%)*; those who achieved 80% or more will be awarded an "A"; those who scored between 60% and 80% will be awarded a "B". There is no weekly deadline for the assessment components. You just need to complete them by 00:00(GMT/UTC), 27 December, 2016.

If you want to earn a Verified Certificate, please upgrade to this track.

During the Welcome Week, you can earn points by taking part in several activities such as; telling us about yourself - place yourself on our interactive map and taking part in the pre-course survey. All activities in this week account for a maximum of 5 points (5%) of the total grade.

In Module 1 you can take part in a map game, fill in the blanks after watching the videos, drag-and-drop options for the right answer and complete a few multiple-choice questions to collect 10 points (maximum), accounting for 10% of the grade.

In Module 2, the assessments are drag-and-drop, "true or false", and multiple choice questions. For attending our first live session, you will earn additional points. In total, Module 2 accounts for 9 points (9%) of the total grade.

For Module 3, we have multiple-choice questions as well as one "true or false" assessment. For the topic of Food and Wine Pairing you earn points for matching Asian food with Western wines. In total, this module accounts for 10% of the final grade (10 points).

The Case Study of Guilin in Module 4, is divided into five subsections with two-multiple-choice questions and two matching exercises. At the end of Module 4, you will participate in a peer-to-peer assessment, where you will answer questions and evaluate and grade the questions of your classmates. This module accounts for 50 points, meaning 50% of the total grade.

In Module 5, a bank of multiple-choice and "true or false" are waiting for you to earn 9 points and two additional points joining the second live session. In total, this contributes 11 points (11%) to reach the final grade. The wrap-up of the course accounts for five points, by taking part in our post-course survey (5%).

We wish you a successful course and the best of luck. We are sure you will enjoy the course - give your best and achieve an excellent result.