



成都银杏酒店管理学院 GINGKO COLLEGE OF  
HOSPITALITY MANAGEMENT

# **Core Curricula Syllabuses**

**Bachelor of Management  
in Tourism Management  
(Academic Year 2019)**

## Gingko College of Hospitality Management

|  |   |
|--|---|
| <b>Course Code</b>                               | ABBY30002   |
| <b>Course Title</b>                              | China Tourism Geography   |
| <b>Compulsory/Elective</b>                       | Compulsory  |
| <b>Credit Value</b>                              | 3   |
| <b>Semester</b>                                  | 1   |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | <b>Pre-requisite:</b> N/A<br><b>Co-requisite:</b> Sichuan Tourism Resources Practice, Tourist Reception Industry  |
| <b>Learning Objectives</b>                       | This course focuses on the basic characteristics of China's tourism resources, the spatial and temporal distributions and the reasons for their formation, the most distinctive and advantageous tourism resources in each region, the main tourist destination areas and scenic spots, as well as their tourism values and important tourism routes.   |
| <b>Intended Learning Outcomes</b>                | At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> <li>1. Understand the basic theories and methods of tourism geography;</li> <li>2. Grasp the basic characteristics, spatial and temporal distributions of China's tourism resources and the reasons for their formation;</li> <li>3. Comprehend the concepts and main types of tourism resources;</li> <li>4. Appreciate the characteristics and distribution of different types of tourism resources;</li> <li>5. Generate ideas based on the characteristics and resource advantages of each tourist destination region;</li> <li>6. Identify tourism values and important tourism routes of major tourist destination areas.</li> </ol> |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | <ol style="list-style-type: none"> <li>1. Overview of tourism geography;</li> <li>2. Tourist transportation and tourist map;</li> <li>3. Classification and distribution of natural tourism resources;</li> <li>4. Classification and distribution of cultural tourism resources;</li> <li>5. Tourism destination areas and their characteristics;</li> <li>6. Typical tourism resources and main tourism routes in tourism regions.</li> </ol>   |

## Gingko College of Hospitality Management

|  |   |
|--|---|
| <b>Course Code</b>                               | ADXLY30014  |
| <b>Course Title</b>                              | E-commerce in Tourism Industry  |
| <b>Compulsory/Elective</b>                       | Elective  |
| <b>Credit Value</b>                              | 3   |
| <b>Semester</b>                                  | 6   |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | <b>Pre-requisite:</b> Basics of Computer Application, Introduction to Tourism, Principles of Management,<br><b>Co-requisite:</b> Tourism Marketing, Travel Agency Management  |
| <b>Learning Objectives</b>                       | The purpose of this course is to enable students to consciously apply relevant e-commerce theories, thoughts and operation skills in the future tourism operation and management, create e-commerce environment, innovate the application of e-commerce, and meet the theoretical and practical needs of tourism e-commerce enterprises and e-commerce transformation of traditional tourism enterprises.   |
| <b>Intended Learning Outcomes</b>                | At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> <li>1. Gain a broad understanding of the basic concepts and theories of e-commerce;</li> <li>2. Identify current situations in and develop awareness for future development trends in tourism e-commerce;</li> <li>3. Evaluate the impact of tourism e-commerce on the tourism market and tourism industry;</li> <li>4. Become familiar with online marketing, electronic transactions, electronic payment, network security and other services in the process of tourism e-commerce activities;</li> <li>5. Master the internet mindset, the business model of tourism e-commerce, and new models and new formats spawned.</li> </ol> |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | <ol style="list-style-type: none"> <li>1. Introduction of e-commerce;</li> <li>2. E-commerce technology foundation;</li> <li>3. Electronic transactions and electronic banking;</li> <li>4. E-commerce security;</li> <li>5. Modern tourism in the information age;</li> <li>6. Tourism e-commerce and its system;</li> <li>7. Influence of e-commerce on the tourism market;</li> <li>8. Influence of e-commerce on the tourism industry;</li> <li>9. Application of e-commerce in tourism enterprises;</li> <li>10. Strategic choices in the informatization of tourism enterprises.</li> </ol>   |

## Gingko College of Hospitality Management

|  |  |
|--|--|
| <b>Course Code</b>                               | ACBLY20001   |
| <b>Course Title</b>                              | Introduction to Tourism  |
| <b>Compulsory/Elective</b>                       | Compulsory   |
| <b>Credit Value</b>                              | 2  |
| <b>Semester</b>                                  | 1  |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | <b>Pre-requisite:</b> Principles of Management,<br><b>Co-requisite:</b> Hotel Housekeeping Management, Tourism Economics, Cultural Tourism Product Development, Tourism Marketing  |
| <b>Learning Objectives</b>                       | As the course title suggests this is a basic introductory course for students to learn and master professional knowledge in tourism management. The purpose of teaching is to enable students majoring in Tourism Management to grasp the basic theories and knowledge of tourism, and help students construct a general understanding about tourism.  |
| <b>Intended Learning Outcomes</b>                | At the conclusion of this course, students will be able to:<br><ol style="list-style-type: none"> <li>1. Develop and comprehend basic knowledge about tourism and hotel;</li> <li>2. Understand the basic situations in the tourism and hotel industry;</li> <li>3. Develop basic skills in modern tourism management and hotel management;</li> <li>4. Understand, analyze and solve problems related to tourism;</li> <li>5. Cultivate professional ethics in the tourism and hotel industry.</li> </ol>                   |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | <ol style="list-style-type: none"> <li>1. Identification of tourism phenomenon;</li> <li>2. Analysis of the development of tourism activities;</li> <li>3. The subject and main body of tourism activities -- tourism;</li> <li>4. The object of tourism activities -- tourism resources;</li> <li>5. The mediator of tourism activities -- the tourism industry;</li> <li>6. Tourism market analysis;</li> <li>7. Analysis of the impacts of tourism activities;</li> <li>8. Sustainable development of tourism.</li> </ol> |

## Ginkgo College of Hospitality Management

|  |  |
|--|--|
| <b>Course Code</b>                               | AZYBX405   |
| <b>Course Title</b>                              | New Media Operations   |
| <b>Compulsory/Elective</b>                       | Compulsory   |
| <b>Credit Value</b>                              | 2  |
| <b>Semester</b>                                  | 5  |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | <b>Pre-requisite:</b> Tourism Marketing, Planning and Management of Cultural Tourism, Tourism Planning and Development<br><b>Co-requisite:</b> Events Planning and Management, Team Building   |
| <b>Learning Objectives</b>                       | This course is designed to provide students an important insight into new media knowledge structure, and the basic concepts in new media management philosophy.  |
| <b>Intended Learning Outcomes</b>                | At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> <li>1. Gain a broad understanding of development in new media;</li> <li>2. Appreciate new media market operations in tourism management;</li> <li>3. Apply new media for purposes such as planning, marketing and corporate management;</li> <li>4. Attain knowledge in staff structure and cost estimates for the new media team in a tourism company;</li> <li>5. Grasp the basic methods in new media operations, learn to deal with general problems in new media and improve general problem solving ability.</li> </ol>   |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | <ol style="list-style-type: none"> <li>1. Changes in the forms of new media in the era of internet business development;</li> <li>2. Characteristics of new media in the context of internet commercialization;</li> <li>3. Overview of new media market operation organizations in the internet era;</li> <li>4. Main types of internet product based on user needs;</li> <li>5. Main processes and strategies of new media organization product operation;</li> <li>6. General business models and specific revenue models of internet products;</li> <li>7. Overview of platform-based industrial operations of new media organizations;</li> <li>8. Development status and industry operation models of major new media platforms;</li> <li>9. Overview of business ecosystem operations in new media</li> </ol> |

|  |   |
|--|---|
|  | organizations;<br>10. Specific construction model of the internet business ecology. |
|--|---|

Gingko College

## Gingko College of Hospitality Management

|  |   |
|--|---|
| <b>Course Code</b>                               | ABBLY30006  |
| <b>Course Title</b>                              | Operation and Management of Scenic Area   |
| <b>Compulsory/Elective</b>                       | Compulsory  |
| <b>Credit Value</b>                              | 3   |
| <b>Semester</b>                                  | 4   |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | <b>Pre-requisite:</b> Introduction to Tourism, Tourist Reception Industry, Sichuan Tourism Resources Practice, Tourism Marketing.<br><b>Co-requisite:</b> Planning and Management of Cultural Tourism, Rural Tourism Operation and Management, Tourism Resources Development and Planning.  |
| <b>Learning Objectives</b>                       | This course is designed to help students learn the characteristics of services in and management of scenic areas, as well as the regular modes of service and management in the scenic area based on an understanding about the development status of the tourism industry.   |
| <b>Intended Learning Outcomes</b>                | At the conclusion of this course, students will be able to:<br><ol style="list-style-type: none"> <li>1. Understand the basic concepts and classification of scenic areas;</li> <li>2. Identify the contents and specifications of scenic areas, commentary services and commercial services in scenic areas;</li> <li>3. Understand facilities maintenance and management in scenic areas;</li> <li>4. Demonstrate marketing services and management in scenic areas;</li> <li>5. Understand safety management and environmental services;</li> <li>6. Understand how to develop a sustainable scenic area.</li> </ol> |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | <ol style="list-style-type: none"> <li>1. Overview of scenic areas;</li> <li>2. Reception service at scenic areas;</li> <li>3. Tour guide service at scenic areas;</li> <li>4. Business services at scenic areas;</li> <li>5. Facility maintenance and management in scenic areas;</li> <li>6. Marketing of scenic areas;</li> <li>7. Safety management in scenic areas;</li> <li>8. Environmental management and development trend of scenic areas.</li> </ol>   |

## Gingko College of Hospitality Management

|  |  |
|--|--|
| <b>Course Code</b>                               | ADXLY20002   |
| <b>Course Title</b>                              | Overview of Leading Source Countries for Tourism in China and Major Chinese Tourist Destination Countries  |
| <b>Compulsory/Elective</b>                       | Elective   |
| <b>Credit Value</b>                              | 2  |
| <b>Semester</b>                                  | 5  |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | <b>Pre-requisite:</b> Introduction to Tourism, Tourist Reception Industry, Sichuan Tourism Resources Practice, Tourism Marketing, Operation and Management of Scenic Area<br><b>Co-requisite:</b> Rural Tourism Operation and Management, Tourism Resources Development and Planning, Practice in Outbound Tourist Guide   |
| <b>Learning Objectives</b>                       | This course is designed to help students understand the geographical distribution, social, economic, cultural and tourism development of leading source countries and regions for inbound tourists to China, and provide students with a clearer understanding of the development of the global and Chinese tourism industries.  |
| <b>Intended Learning Outcomes</b>                | At the conclusion of this course, students will be able to:<br><ol style="list-style-type: none"> <li>1. Learn the basic situation of China's inbound tourism market;</li> <li>2. Learn the situation of the world's six major tourist regions;</li> <li>3. Know the geographical distribution of the major overseas source countries and regions for inbound tourists to China;</li> <li>4. Know the politics, economy, culture, folklore, tourism and geography and humanities of major overseas source countries and regions for inbound tourists to China;</li> <li>5. Know the development trend of China's overseas tourism market.</li> </ol> |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | <ol style="list-style-type: none"> <li>1. World geography overview;</li> <li>2. World tourism review;</li> <li>3. East Asia and Pacific;</li> <li>4. Europe;</li> <li>5. Americas;</li> <li>6. South Asia and Middle East;</li> <li>7. Africa;</li> <li>8. Hong Kong, Macao and Taiwan.</li> </ol>   |

## Gingko College of Hospitality Management

|  |   |
|--|---|
| <b>Course Code</b>                               | ABBLY30005  |
| <b>Course Title</b>                              | Practical Training of Tour Guide  |
| <b>Compulsory/Elective</b>                       | Compulsory  |
| <b>Credit Value</b>                              | 3   |
| <b>Semester</b>                                  | 3   |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | <b>Pre-requisite:</b> Introduction to Tourism<br><b>Co-requisite:</b> Travel Agency Management, Practice in Outbound Tour Guide   |
| <b>Learning Objectives</b>                       | This course enables students to become qualified tour guides. Professional training will be provided for students to acquire a variety of practical knowledge and job skills.   |
| <b>Intended Learning Outcomes</b>                | At the conclusion of this course, students will be able to:<br><ol style="list-style-type: none"> <li>1. Gain a broad understanding of the characteristics and requirements of professional tour guides;</li> <li>2. Appreciate the procedure and standard knowledge of tour guide service;</li> <li>3. Master tour guide service skills;</li> <li>4. Obtain the ability to deal with special problems and circumstances during a tour;</li> <li>5. Establish a tour guide service awareness centered on customer needs.</li> </ol> |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | <ol style="list-style-type: none"> <li>1. Introduction to tour guide;</li> <li>2. Working procedure of tour guide;</li> <li>3. Handling of individual requirements and tourist problems;</li> <li>4. Prevention and handling of accidents;</li> <li>5. Tour guide service skills.</li> </ol>  |

## Gingko College of Hospitality Management

|  |   |
|--|---|
| <b>Course Code</b>                               | ADXLY20009  |
| <b>Course Title</b>                              | Practice in Outbound Tour Guide   |
| <b>Compulsory/Elective</b>                       | Elective  |
| <b>Credit Value</b>                              | 2   |
| <b>Semester</b>                                  | 6   |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | <b>Pre-requisite:</b> Introduction to Tourism, Practical Training of Tour Guide<br><b>Co-requisite:</b> English for Outbound Tour Guide   |
| <b>Learning Objectives</b>                       | This course lays the foundation for students to become outbound tour leaders through outbound tourism introduction and simulation training.   |
| <b>Intended Learning Outcomes</b>                | At the conclusion of this course, students will be able to:<br>1. Understand the work content and work flow of outbound tour guide;<br>2. Develop professional qualities of outbound tour guide;<br>3. Learn about knowledge and develop awareness for precautions in outbound tourism.             |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | 1. Introduction of outbound tour guide;<br>2. Contents and duties of the work of outbound tour guide;<br>3. Working procedure of outbound tour guide;<br>4. Notes on departure and entry;<br>5. Laws and regulations related to outbound tourism;<br>6. Professionalism of the outbound tour guide. |

## Gingko College of Hospitality Management

|  |   |
|--|---|
| <b>Course Code</b>                               | ABBLY20005  |
| <b>Course Title</b>                              | Rural Tourism Operation and Management  |
| <b>Compulsory/Elective</b>                       | Compulsory  |
| <b>Credit Value</b>                              | 2   |
| <b>Semester</b>                                  | 6   |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | <b>Pre-requisite:</b> Introduction to Tourism, Tourist Reception Industry, Sichuan Tourism Resources Practice, Tourism Marketing, Operation and Management of Scenic Area<br><b>Co-requisite:</b> Graduation Practice   |
| <b>Learning Objectives</b>                       | This course is designed to help students to learn the basic theories of rural tourism development and management, to understand how to enrich tourism products and increase the supply of rural tourism, and to develop certain product design and creative abilities related to rural tourism.   |
| <b>Intended Learning Outcomes</b>                | At the conclusion of this course, students will be able to:<br><ol style="list-style-type: none"> <li>1. Learn the development status and the significance of rural tourism;</li> <li>2. Know the basic concepts and classifications of rural tourism;</li> <li>3. Grasp the methods and principles of rural tourism resources development;</li> <li>4. Describe the main characteristics of different rural tourism development models;</li> <li>5. Understand the connotations and approaches of sustainable development of rural tourism;</li> <li>6. Gain knowledge and skills to plan and manage rural tourism development and management.</li> </ol>                    |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | <ol style="list-style-type: none"> <li>1. Overview of rural tourism basics;</li> <li>2. Overview of rural tourism resources;</li> <li>3. Rural tourism development model;</li> <li>4. Rural tourism investment and management model;</li> <li>5. Sustainable development of rural tourism;</li> <li>6. Practices of rural tourism planning;</li> <li>7. Developing the rural tourism image;</li> <li>8. Planning of rural tourism product;</li> <li>9. Expansion of rural tourism market;</li> <li>10. Catering service management in rural tourism;</li> <li>11. Room service management in rural tourism;</li> <li>12. Standardized management in rural tourism.</li> </ol> |

## Gingko College of Hospitality Management

|  |   |
|--|---|
| <b>Course Code</b>                               | ABBL30002   |
| <b>Course Title</b>                              | Sichuan Tourism Resources Practice  |
| <b>Compulsory/Elective</b>                       | Compulsory  |
| <b>Credit Value</b>                              | 3   |
| <b>Semester</b>                                  | 2   |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | <b>Pre-requisite:</b> Tourism Service Etiquette, Introduction to Tourism, China Tourism Geography<br><b>Co-requisite:</b> Tourism and Culture, Rural Tourism Operation and Management, Tourism Resources Development and Planning   |
| <b>Learning Objectives</b>                       | Based on the classification of tourism resources, this course expounds knowledge related to tourism resources, which is a subject with strong practicability and cultural components.   |
| <b>Intended Learning Outcomes</b>                | At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> <li>1. Understand the relationship between the first and second, respectively the natural environment and human environment, as well as existing tourism resources in Sichuan;</li> <li>2. Identify the causes of the geological landscapes in Sichuan and the status quo of representative geological landscapes;</li> <li>3. Learn the distribution of main water resources in Sichuan, and analyze the different types of water resources;</li> <li>4. Understand the historical development of Sichuan, grasping the development process of prehistoric civilization;</li> <li>5. Appreciate the development of religions in Sichuan and related tourism resources;</li> <li>6. Comprehend the aesthetic, investigation and evaluation system of Sichuan tourism resources;</li> <li>7. Gain knowledge of the overall status and develop an awareness for future development trends of Sichuan tourism resources.</li> </ol> |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | <ol style="list-style-type: none"> <li>1. The first environment of Sichuan tourism resources: natural environment;</li> <li>2. The second environment of Sichuan tourism resources: human environment;</li> <li>3. Sichuan natural tourism resources;</li> <li>4. Sichuan cultural tourism resources;</li> <li>5. Investigation and evaluation of Sichuan tourism resources;</li> </ol>   |

## Gingko College of Hospitality Management

|  |  |
|--|--|
| <b>Course Code</b>                               | ADXLY2001  |
| <b>Course Title</b>                              | Theory and Practice of Smart Tourism   |
| <b>Compulsory/Elective</b>                       | Elective   |
| <b>Credit Value</b>                              | 2  |
| <b>Semester</b>                                  | 5  |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | <p><b>Pre-requisite:</b> Principles of Management, Cultural Tourism Product Development, Tourism and Culture, Tourism Policies and Regulations</p> <p><b>Co-requisite:</b> Tourism Resources Development and Planning, Rural Tourism Operation and Management</p>  |
| <b>Learning Objectives</b>                       | <p>This course is a professional optional course, which starts from practice and then helps students systematically grasp the theory, process and practice of Smart Tourism. Course content introduces the main knowledge of Smart Tourism in a simple manner and presents the latest research and development achievements from both domestic and overseas.</p>   |
| <b>Intended Learning Outcomes</b>                | <p>At the conclusion of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the definitions of Smart Tourism;</li> <li>2. Understand the overall structure of Smart Tourism;</li> <li>3. Understand the technical support of Smart Tourism;</li> <li>4. Understand the management of Smart Tourism;</li> <li>5. Understand smart services for tourists;</li> <li>6. Understand Smart Tourism marketing;</li> <li>7. Understand Smart Tourism standards.</li> </ol> |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | <ol style="list-style-type: none"> <li>1. Introduction to Smart Tourism;</li> <li>2. The overall structure of Smart Tourism;</li> <li>3. Technical support for Smart Tourism;</li> <li>4. Management of Smart Tourism;</li> <li>5. Smart services for tourists;</li> <li>6. Smart Tourism marketing;</li> <li>7. Smart Tourism standards.</li> </ol>   |

## Gingko College of Hospitality Management

|  |  |
|--|--|
| <b>Course Code</b>                               | AZYBX742   |
| <b>Course Title</b>                              | Tourism and Culture  |
| <b>Compulsory/Elective</b>                       | Compulsory   |
| <b>Credit Value</b>                              | 3  |
| <b>Semester</b>                                  | 3  |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | <b>Pre-requisite:</b> Basic knowledge of Tour guide, Overview of Source Countries<br><b>Co-requisite:</b> Tourism Resources Development and Planning   |
| <b>Learning Objectives</b>                       | Through learning and acquiring a more in-depth understanding of Chinese traditional culture, coupled with practice, students will be able to comprehend the long history and rich cultural connotation of tourism in China. This course enables students to master and accumulate additional knowledge about traditional Chinese culture and Chinese tourism culture, while improving their professional knowledge and comprehensive cultural literacy so as to better provide tour guide services capable of meeting tourist needs.   |
| <b>Intended Learning Outcomes</b>                | At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> <li>1. Obtain an enhanced understanding of history and culture;</li> <li>2. Systematically grasp the concept, basic characteristics and social functions of culture, as well as the close relationship between culture and tourism;</li> <li>3. Gain insight into the essential relationship between tourism culture and the cultural profundity behind tourism, and solidify the foundation for further exploration of the characteristics and development patterns of tourism cultural activities;</li> <li>4. Not only understand traditional Chinese culture, but also analyze and comprehend tourism phenomenon according to basic principles of culturology.</li> </ol> |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | <ol style="list-style-type: none"> <li>1. Overview of tourism culture;</li> <li>2. Religious culture;</li> <li>3. Folk culture 1;</li> <li>4. Folk culture 2;</li> <li>5. Folk culture 3;</li> <li>6. Catering culture;</li> <li>7. Wine and alcohol culture;</li> <li>8. Tea culture;</li> <li>9. Ancient Chinese architecture;</li> <li>10. Chinese garden.</li> </ol>   |

## Gingko College of Hospitality Management

|  |   |
|--|---|
| <b>Course Code</b>                               | AZYXX091  |
| <b>Course Title</b>                              | Tourism Consumer Behavior   |
| <b>Compulsory/Elective</b>                       | Compulsory  |
| <b>Credit Value</b>                              | 3   |
| <b>Semester</b>                                  | 4   |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | <b>Pre-requisite:</b> Overview of Tourism, Tourism Economics, Microeconomics<br><b>Co-requisite:</b> Tourism Marketing  |
| <b>Learning Objectives</b>                       | Tourism consumer behavior is based on the tourism process of tourism consumers. This course comprehensively delves into the many aspects of tourism consumer behavior such as the perception, motivation, emotion, attitude, decision-making, experience, satisfaction and loyalty of tourism consumers, as well as the influence of social environment factors, economic and cultural factors on the cross-cultural tourism consumer behavior. Content also includes tourism consumption behavior with Chinese characteristics under the trend of global consumption.  |
| <b>Intended Learning Outcomes</b>                | At the conclusion of this course, students will be able to:<br><ol style="list-style-type: none"> <li>1. Master the basic concepts of consumer behavior such as feeling, perception, attention, motivation, need, personality and etc., and comprehend the behavioral patterns of tourists in the process of tourism;</li> <li>2. Identify and solve problems of management theory in tourism work such as individual difference and management, motivation and management, employee frustration and management, and interpersonal relationship in management;</li> <li>3. Perform cross-cultural comparison of tourism consumption.</li> </ol> |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | <ol style="list-style-type: none"> <li>1. Overview of tourism consumer behavior</li> <li>2. Tourism consumer perception</li> <li>3. Tourism consumer motivation</li> <li>4. Travel consumer sentiment</li> <li>5. Tourism consumer attitude</li> <li>6. Tourism consumer personality</li> <li>7. Social environmental factors and tourism consumer behavior</li> <li>8. Tourist experience</li> <li>9. Satisfaction</li> <li>10. Tourist loyalty</li> </ol>   |

## Gingko College of Hospitality Management

|  |   |
|--|---|
| <b>Course Code</b>                               | BZYXX235  |
| <b>Course Title</b>                              | Tourism Destination Management  |
| <b>Compulsory/Elective</b>                       | Compulsory  |
| <b>Credit Value</b>                              | 2   |
| <b>Semester</b>                                  | 4   |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | <b>Pre-requisite:</b> Introduction to Tourism, Tourism Consumer Behavior , Tourism Marketing<br><b>Co-requisite:</b> Operation and Management of Scenic Area, Cultural Tourism Product Development  |
| <b>Learning Objectives</b>                       | Through the study of tourist destination characteristics, this course analyzes the development and evolution patterns of tourist destinations, patterns of tourist activities, the relationship among community residents, tourism companies and American destinations, as well as other issues like destination traffic management, crisis management, product management, image and marketing, environmental management and quality management,                                     |
| <b>Intended Learning Outcomes</b>                | At the conclusion of this course, students will be able to:<br>1. Understand the basic concepts, procedures and methods of tourism destination management;<br>2. Master the development history and management system architecture of smart tourism destinations;<br>3. Understand the system of factors that influence tourism destination competitiveness;<br>4. Understand brand management for tourism destination;<br>5. Understand security management for tourism destination. |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | 1. Introduction to tourist destinations;<br>2. Local theory;<br>3. Tourism destination competitiveness;<br>4. Tourism destination development;<br>5. Tourism destination marketing;<br>6. Sustainable development for tourism destination;<br>7. Event management for tourism destination;<br>8. Impact of tourism development on destination location.   |

## Gingko College of Hospitality Management

|  |   |
|--|---|
| <b>Course Code</b>                               | ABBLY30007  |
| <b>Course Title</b>                              | Tourism Marketing   |
| <b>Compulsory/Elective</b>                       | Compulsory  |
| <b>Credit Value</b>                              | 3   |
| <b>Semester</b>                                  | 3   |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | <p><b>Pre-requisite:</b> Introduction to Tourism, Principles of Management, Sichuan Tourism Resources Practice, Tourism Polices and Regulations</p> <p><b>Co-requisite:</b> Travel Agency Management, Operation and Management of Tourist Scenic Area, Tourism and Culture, Tourism Resources Development and Planning, Cultural Tourism Product Development, Tourism Economics</p>   |
| <b>Learning Objectives</b>                       | <p>This course is designed to provide students with basic knowledge of tourism marketing and related basic marketing theories and methods. After successfully completing this course, students are expected to be familiar with works pertaining to the marketing aspect of the tourism industry, and appreciate the link between theory and practice.</p>  |
| <b>Intended Learning Outcomes</b>                | <p>At the conclusion of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Learn contents of tourism marketing research;</li> <li>2. Obtain a broad understanding of the marketing environment and formulate SWOT analysis;</li> <li>3. Organize information conducive to the purchasing behavior of tourism consumer;</li> <li>4. Process tourism marketing research;</li> <li>5. Apply the skill of segmenting, targeting and positioning in the tourism market;</li> <li>6. Comprehend the 4p strategy (product, price, place, promotion), including its application in the tourism industry.</li> </ol> |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | <ol style="list-style-type: none"> <li>1. Introduction of tourism marketing;</li> <li>2. Tourism marketing environment;</li> <li>3. Purchasing behavior of tourism consumers;</li> <li>4. Tourism marketing research;</li> <li>5. Tourism market segmentation, targeting and positioning;</li> <li>6. Tourism product marketing;</li> <li>7. Pricing of tourism products;</li> <li>8. Placement strategy of tourism products;</li> <li>9. Tourism promotion.</li> </ol>   |

## Gingko College of Hospitality Management

|  |   |
|--|---|
| <b>Course Code</b>                               | AZYBX153  |
| <b>Course Title</b>                              | Tourism Planning and Development  |
| <b>Compulsory/Elective</b>                       | Compulsory  |
| <b>Credit Value</b>                              | 4   |
| <b>Semester</b>                                  | 6   |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | Pre-requisite: Introduction to Tourism , China Tourism Geography, Tourism and Culture<br>Co-requisite: Operation and Management of Scenic Area, Planning and Management of Cultural Tourism, Computer Graphics and 3DMAX  |
| <b>Learning Objectives</b>                       | The goal of this course is to foster the proficiency in students to make thorough use of tourism planning and development knowledge, and to maximize their comprehensive understanding and skills in tourism planning, in order to adapt to various duties and roles in different areas such as professional tourism planning enterprises, scenic area operation, tourism and smart-industry consultancy, all-level parties and government agencies.  |
| <b>Intended Learning Outcomes</b>                | At the conclusion of this course, students will be able to:<br>1. Understand the basic theoretical knowledge and development trends of tourism planning;<br>2. Master some basic methods and skills for related planning endeavors including:<br>(1) Classification and evaluation of tourism resources;<br>(2) Analysis and marketing of the tourism market;<br>(3) Tourism function;<br>(4) Tourism image creativity;<br>(5) Creativeness and feasibility analysis for tourism projects;<br>(6) Benefits evaluation of tourism development.                             |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | 1. Tourism planning and development;<br>2. Type differentiation and analysis for tourism planning;<br>3. Investigation and Evaluation for Tourism Resources;<br>4. Analysis and forecast for the tourism market;<br>5. Tourism development strategy and positioning;<br>6. Tourism spatial arrangement;<br>7. Tourism product and route design;<br>8. Tourism image and marketing planning;<br>9. Security system planning;<br>10. Tourism planning and business practice;<br>11. Tourism planning and planning practice;<br>12. Tourism marketing and planning practice. |

## Gingko College of Hospitality Management

|  |  |
|--|--|
| <b>Course Code</b>                               | AZYBX170   |
| <b>Course Title</b>                              | Tourism Policies and Regulations   |
| <b>Compulsory/Elective</b>                       | Compulsory   |
| <b>Credit Value</b>                              | 2  |
| <b>Semester</b>                                  | 2  |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | <b>Pre-requisite:</b> Introduction to Tourism, China Tourism Geography, Tourism and Culture<br><b>Co-requisite:</b> Tourism Consumer Behavior, Travel Agency Management, Tourism Marketing   |
| <b>Learning Objectives</b>                       | This course focuses on laws and regulations pertinent to the operation of the tourism industry developed on the basis of the Tourism Law, which are regulations and systems that the tourism industry and tourism industry professionals should abide by in their business and line of work.   |
| <b>Intended Learning Outcomes</b>                | At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> <li>1. Understand and become familiar with the legal system and industry norms related to food, housing, tourism, shopping and entertainment in the tourism industry;</li> <li>2. Systematically grasp basic provisions of the laws and regulations of the tourism industry, contents of the laws, characteristics of the regulations, scopes of management and the regulations on rewards and punishments;</li> <li>3. Understand how tourism laws and regulations play a role in adjusting the relationship between tourists and professionals in the tourism industry;</li> <li>4. Become familiarized with regulations and systems related to the establishment, operation, and management of travel agencies, regulations and systems related to the qualifications and employment of tour guides, and the legal systems as applicable to restaurants, scenic spots and cultural relics;</li> <li>5. Develop an awareness for tourism laws and regulations;</li> <li>6. Use tourism policies and regulations to analyze and determine practical problems, and to form a solid foundation for becoming a qualified tourism practitioner in the future.</li> </ol> |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | <ol style="list-style-type: none"> <li>1. Overview of the legal system for tourism;</li> <li>2. Tourism policy;</li> <li>3. Contract legal system;</li> <li>4. Legal system of tort liability;</li> <li>5. Legal system for travel agency management;</li> <li>6. Legal management system for tour guides;</li> <li>7. Legal system for food safety, accommodation and entertainment;</li> <li>8. Legal system for immigration and tourism traffic;</li> </ol>   |

|  |   |
|--|---|
|  | <ol style="list-style-type: none"><li>9. Legal system for tourism resource management;</li><li>10. Legal system of tourism safety and insurance;</li><li>11. Legal protection of tourist rights and legal system of tourism disputes.</li></ol> |
|--|---|

Gingko College

## Gingko College of Hospitality Management

|  |   |
|--|---|
| <b>Course Code</b>                               | AZYBX245  |
| <b>Course Title</b>                              | Tourism Service Etiquette   |
| <b>Compulsory/Elective</b>                       | Compulsory  |
| <b>Credit Value</b>                              | 2   |
| <b>Semester</b>                                  | 1   |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | Pre-requisite: N/A<br>Co-requisite: Practical Training of Tour Guide, Introduction to Hospitality Management  |
| <b>Learning Objectives</b>                       | This course is designed to provide an important component of the catering knowledge structure, including the principles of etiquette and tourism service, as well as an introduction to practical etiquette studies.  |
| <b>Intended Learning Outcomes</b>                | At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> <li>1. Understand and master the concept of etiquette;</li> <li>2. Appreciate the importance of etiquette in social activities and interpersonal communication;</li> <li>3. Master the etiquette in communication, posture, appearance, social activities, job hunting, catering and party;</li> <li>4. Gain a broad understanding in etiquette in transportation, youth communication and sales;</li> <li>5. Develop and design one's own personal image and understand the standard speech and behavior to conduct oneself in social interactions;</li> <li>6. Establish a good personal image and promote the improvement of one's own comprehensive ability;</li> <li>7. Develop an awareness for practicing and upholding etiquette in other aspects of daily life including trivial matters and details.</li> <li>8. Practice and apply basic personal etiquette (such as posture, appearance, attire and conversation) to further cultivate sound etiquette quality through classroom and after-class practices.</li> </ol> |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | <ol style="list-style-type: none"> <li>1. Introduction;</li> <li>2. Personal etiquette ;</li> <li>3. Interpersonal communication;</li> <li>4. Etiquette ;</li> <li>5. Social etiquette;</li> <li>6. Campus etiquette;</li> <li>7. Professional etiquette ;</li> <li>8. Tourism industry service etiquette;</li> <li>9. International etiquette.</li> </ol>  |

## Gingko College of Hospitality Management

|  |  |
|--|--|
| <b>Course Code</b>                               | AZLBX168   |
| <b>Course Title</b>                              | Tourist Reception Industry   |
| <b>Compulsory/Elective</b>                       | Compulsory   |
| <b>Credit Value</b>                              | 3  |
| <b>Semester</b>                                  | 2  |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | <b>Pre-requisite:</b> Principles of Management, Statistics, Introduction to Tourism, China Tourism Geography<br><b>Co-requisite:</b> Tourism Marketing, Tourism Resources Development and Planning, Operation and Management of Tourist Scenic Area , Travel Agency Management   |
| <b>Learning Objectives</b>                       | The purpose of this course is to enable students to develop professional interest and professional identity; understand the basic theoretical knowledge of the tourism reception industry, form a general understanding of the system framework, and preliminarily grasp the ability to use learned knowledge to analyze the operation and management of the tourism reception industry in specific regions and related development trends. The course will also lay a foundation for the subsequent study of other professional knowledge areas.  |
| <b>Intended Learning Outcomes</b>                | At the conclusion of this course, students will be able to:<br><ol style="list-style-type: none"> <li>1. Gain a broad understanding of the concepts, connotations, characteristics and classifications of the tourism reception industry;</li> <li>2. Comprehend the concepts and methods of the tourism reception industry;</li> <li>3. Apply basic knowledge of different types of businesses and management in the traditional tourism reception industry, new tourism reception industry and cross-border tourism reception industry;</li> <li>4. Establish the concepts of system construction, implementation process and implementation guarantee in customer relationship management as applicable in the tourism reception industry;</li> <li>5. Master quality management system and total quality management of the tourism reception industry;</li> <li>6. Practice and apply brand strategy, brand building and strategic management in the tourism reception industry;</li> <li>7. Think critically to formulate innovative methods for service management in the tourism reception industry.</li> </ol> |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | <ol style="list-style-type: none"> <li>1. Introduction of tourism reception industry;</li> <li>2. Core concepts and methods in the tourism reception industry;</li> <li>3. Traditional tourism reception business management;</li> <li>4. New types of tourism reception business management;</li> </ol>   |

|  |   |
|--|---|
|  | <ol style="list-style-type: none"><li>5. Cross-border tourism reception business management;</li><li>6. Tourism reception industry customer relationship management;</li><li>7. Tourism reception service quality management;</li><li>8. Brand strategy management in the tourism reception industry.</li></ol> |
|--|---|

Gingko College

## Gingko College of Hospitality Management

|  |  |
|--|--|
| <b>Course Code</b>                               | ABBLY30007   |
| <b>Course Title</b>                              | Travel Agency Management   |
| <b>Compulsory/Elective</b>                       | Compulsory   |
| <b>Credit Value</b>                              | 3  |
| <b>Semester</b>                                  | 4  |
| <b>Pre-requisite/<br/>Co-requisite/Exclusion</b> | <b>Pre-requisite:</b> Introduction to Tourism, Tourist Reception Industry, Sichuan Tourism Resources Practice, Tourism Marketing<br><b>Co-requisite:</b> Planning and Management of Cultural Tourism , Rural Tourism Operation and Management, Tourism Resources Development and Planning  |
| <b>Learning Objectives</b>                       | This module intends to develop competence and confidence in students to apply travel agency knowledge in the tourism industry. This module has very practical knowledge in terms of designing and adjusting tourism products under the changes of tourism market.  |
| <b>Intended Learning Outcomes</b>                | At the conclusion of this course, students will be able to: <ol style="list-style-type: none"> <li>1. Learn about the nature, type, characteristics and development of travel agencies;</li> <li>2. Understand the main business of travel agencies;</li> <li>3. Understand the responsibilities of various positions of travel agencies;</li> <li>4. Understand the organizational characteristics and application scope of different types of travel agencies;</li> <li>5. Learn how to carry out business activities of a travel agency.</li> </ol>               |
| <b>Course Synopsis/<br/>Indicative Syllabus</b>  | <ol style="list-style-type: none"> <li>1. Understanding travel agencies;</li> <li>2. Establishment of a travel agency;</li> <li>3. Operation practice of domestic reception business;</li> <li>4. Operation practice of domestic group business;</li> <li>5. Operation practice of outbound group business;</li> <li>6. Operation practice of inbound reception business;</li> <li>7. Operation practice of travel agency service outlet;</li> <li>8. Human resources management of travel agencies;</li> <li>9. Financial management of travel agencies.</li> </ol> |