

## Syllabus Sample of Fudan University

**Department:** Tourism Management

**Date:** February 24 of 2024

<b>Course Code</b>	TOUR130037.01						
<b>Course Title</b>	Tourism Market Studies						
<b>Credit</b>	2	<b>Experiment (including Computer) Credit</b>		<b>Practice Credit</b>		<b>Aesthetic Education Credit</b>	
<b>Credit Hours Per Week</b>	2	<b>Education on The Hard-Working Spirit Credit Hours</b>		<b>Language of Instruction</b>	Engl ish	<b>Honors Course</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Course Type</b>	<input type="checkbox"/> Core General Education Course <input type="checkbox"/> Specific General Education Course <input type="checkbox"/> Basic Course in General Discipline <input type="checkbox"/> Others			2+X Major :			
				<input type="checkbox"/> Professional Core Course <input type="checkbox"/> Professional Advanced Course			
<b>Course Objectives</b>	(Including value, knowledge and ability objectives)  This course is to be designed to improve students' tourism market in proficiency by exposing them to authentic tourism market and survey accompanied by relevant skill-building exercises and tasks. The carefully chosen material is intended to sensitize students to the survey and analysis ability of tourism market, promote their expansion of tourism market knowledge and develop their interpretive strategies which they can then apply away from the classroom to practice. The course targets the enhancement of the following skills: improving skills and ability of tourism market analysis and research, previewing and predicting, questioning, inferring the main idea, identifying the overall structure about the tourism market and survey, paraphrasing, summarizing, drawing conclusions from survey of tourism market, and reading critically by using a variety of different kinds of clues. The ultimate goal is to provide students with opportunities to increase their schematic as well as tourism market knowledge, exercise their reading skills, improve their practical ability of survey and tourism market as well as to build accuracy, fluency and automaticity in tourism market in research.			Non 2+X Major :			
				<input type="checkbox"/> Professional Compulsory Course <input checked="" type="checkbox"/> Professional Elective Course			
<b>Course Description</b>	Firstly, the research of teaching and learning in the theory of tourism market. In the teaching process, the different analysis methods of tourism market research are taught in the form of different case practice analysis, so that students can master the methods of analysis and research and application practice in the tourism market under different circumstances.						

Secondly, the integration of teaching and learning in the application of tourism market. In the classroom, we adopt a teaching method from shallow to deep, from abstract to concrete, from practical to theoretical, step by step, to ensure the foundation and highlight the key points, especially in the introduction of the tourism market theory and the actual case problems, so that students have a sentiment The understanding and rise to the abstract theory; the combination of theoretical knowledge and case teaching to enhance students' perceptual knowledge.

Thirdly, the practice of teaching and learning in the application of the tourism market. Make full use of the unique geographical advantages of Fudan University and Shanghai Metropolis, and encourage and support students to go to famous tourist attractions, restaurants, travel agencies or transportation hubs to conduct market sample surveys, in-depth interviews, data entry analysis, and relevant tourism market. Combine theory with specific case practice, learn to analyze problems, research problems and problem-solving skills and skills, and achieve the purpose of teaching.

Fourthly, the course website of course description is as follows. Please visit with your campus account and password:

1. Website of E-learning of Course Description for Weekly Discussion:

<http://elearning.fudan.edu.cn/portal>

2. English Website of Course Description:

<http://jpkc.fudan.edu.cn/s/179/t/795/main.htm>

3. Chinese Website of Course Description: <http://jpkc.fudan.edu.cn/s/179/main.htm>

#### **Course Requirements:**

First, Diversification requirements. Students are expected to actively participate in classroom seminars, complete homework assignments, and demonstrate classrooms. At the same time, they learn to combine theory teaching with case practice. In addition to the final exam, the usual teaching is used to promote the cultivation of students' practical ability.

Second, Application requirements. First of all, the key assessment is that students use their full English or Chinese and English to express their ability and to use the relevant knowledge of the tourism market to analyze and solve problems. Secondly, combined with the comprehensive performances of daily homework, we would adopt classroom discussion, market research, data and case analysis, SSCI paper reading and translation to give the total score of the course.

#### **Teaching Methods:**

The reform of the curriculum teaching method is centered on mobilizing the enthusiasm of students. This course combines the characteristics of the tourism market research curriculum, adapts to the requirements of undergraduates in higher education institutions, adopts flexible and diverse teaching methods, and combines teacher teaching with student practice and self-study.

Among them, the main teaching methods include: First, the method of classroom teaching. Second, the method of group discussion. Third, the method of case teaching. Fourth, the method of teamwork. Fifth, the method of field survey. Sixth, the method of special lecture. Seventh, the method of situational teaching and so on.

**Course Director's Academic Background:**

Prof. Dr. Yingzhi Guo, a professor and supervisor for graduate in Department of Tourism at Fudan University in Shanghai of China, is currently a Fulbright Visiting Scholar at Oklahoma State University, which is certificated by J. William Fulbright Foreign Scholarship Board in Washington D.C. of USA, sponsored by the US Department of State. Dr. Yingzhi Guo held a Ph.D. from Chinese Academy of Sciences in 1999 and was a Post Doctorate Fellow of Business Management in Tourist Marketing of Fudan University from 1999 to 2001. Dr. Guo had been a visiting scholar in Department of Tourism & Hospitality Management, Sejong University in South Korea, a visiting professor in Tourism Economics & Marketing Institute, Dresden University of Technology, Department of Leisure and Tourism Management, Stralsund University of Applied Sciences, Germany. Dr. Guo had visited Harvard Business, College of Hospitality Administration of Boston University, Temple University, Oklahoma State University, University of Florida, University of Central Florida, University of South Carolina, and San Francisco State University in USA as Fulbright visiting scholar.

**Instructor's Academic Background:**

(The same as above)

Prof. Dr. Yingzhi Guo is actively involved in research activities in Tourism Development and Marketing. She has led and jointed some key research which were supported by China National Nature Sciences, China National Social Science and Shanghai Government Administration such as “International Tourism Marketing about Shanghai World Expo”, “China Outbound Tourism Positioning Market”, “Tourist Market Demand the Sustainable Development of Chinese Tourism and Co-ordination System”, “Tourism Master Development Planning in Chinese Local Areas” respectively supported by China National Tourism Administration, Shanghai Tourism Administration and by some provinces, cities and townships in Mainland China, etc. Dr. Guo also actively participates in domestic and international seminars and conferences as well as academic journals in tourism. Her main publications include “Tourism Management” (SSCI), “*Journal of Travel Research*” (SSCI), “*Asia Pacific Journal of Tourism Research*”, “*Journal on Hospitality and Tourism*”, “*International Journal on Hospitality and Tourism Management*”, “*Tourism Sciences*” (in Chinese), and “*Tourism Tribune*” (in Chinese) such as “A Study on the Positioning of China Outbound Tourism Market”, “A Study on Potential Tourism Market for Shanghai World Expo”, “In Introduction to MICE industry in China”, “A Trend on the Future Tourism Consumption in China”, “Development Strategies of Tourism Industry for the Western Areas in China”, “A Study on Outbound Tourism Market by Mainland Chinese Pleasure Travelers”, and “A Study on the Tourism Market Features and Marketing Policies of the Famous Historic & Cultural City in China”, etc.

**Members of Teaching Team**

<b>Name</b>	<b>Gender</b>	<b>Professional Title</b>	<b>Department</b>	<b>Responsibility</b>
Yingzhi Guo	Female	Professor, Ph.D.	Tourism	Lecture and Discussion

**Course Schedule** (Please supply the details about each lesson):

- The 1<sup>st</sup> Hour of the 1<sup>st</sup> Week: A SWOT Analysis and the Career Development in International and Domestic Enterprises in China and Abroad
- The 2<sup>nd</sup> Hour of the 1<sup>st</sup> Week: Q-A, Discussion, presentation and assignment
- The 1<sup>st</sup> Hour of the 2<sup>nd</sup> Week: A SWOT Analysis and Strategies on Tourism development in Western China (Strength and Weakness)
- The 2<sup>nd</sup> Hour of the 2<sup>nd</sup> Week: Q-A, Discussion, presentation and assignment
- The 1<sup>st</sup> Hour of the 3<sup>rd</sup> Week: A SWOT Analysis and Strategies on Tourism development in Western China (Opportunity and Threat)
- The 2<sup>nd</sup> Hour of the 3<sup>rd</sup> Week: Q-A, Discussion, presentation and assignment
- The 1<sup>st</sup> Hour of the 4<sup>th</sup> Week: A Study on Affected Factors and Development Features about Chinese Motivation of Tourism Market
- The 2<sup>nd</sup> Hour of the 4<sup>th</sup> Week: Q-A, Discussion, presentation and assignment
- The 1<sup>st</sup> Hour of the 5<sup>th</sup> Week: A Study on the Factor Influence on the Overseas Destinations by Mainland Chinese Shopping Pleasure Tourists (I)
- The 2<sup>nd</sup> Hour of the 5<sup>th</sup> Week: Q-A, Discussion, presentation and assignment
- The 1<sup>st</sup> Hour of the 6<sup>th</sup> Week: A Study on the Factor Influence on the Overseas Destinations by Mainland Chinese Shopping Pleasure Tourists (II)
- The 2<sup>nd</sup> Hour of the 6<sup>th</sup> Week: Q-A, Discussion, presentation and assignment
- The 1<sup>st</sup> Hour of the 7<sup>th</sup> Week: A Study on Affected Factors and Development Features about Chinese Motivation Comparison of THM
- The 2<sup>nd</sup> Hour of the 7<sup>th</sup> Week: Q-A, Discussion, presentation and assignment
- The 1<sup>st</sup> Hour of the 8<sup>th</sup> Week: A Study on Affected Factors and Development Features about Chinese Outbound Tourism Market
- The 2<sup>nd</sup> Hour of the 8<sup>th</sup> Week: Q-A, Discussion, presentation and assignment
- The 1<sup>st</sup> Hour of the 9<sup>th</sup> Week: A Study on Affected Factors and Development Features about Chinese Domestic Tourism Market
- The 2<sup>nd</sup> Hour of the 9<sup>th</sup> Week: Q-A, Discussion, presentation and assignment
- The 1<sup>st</sup> Hour of the 10<sup>th</sup> Week: A Study on Affected Factors and Development Features about Chinese Inbound Tourism Market
- The 2<sup>nd</sup> Hour of the 10<sup>th</sup> Week: Q-A, Discussion, mid-term translation presentation and assignment
- The 1<sup>st</sup> Hour of the 11<sup>th</sup> Week: Survey and Case Studies of Tourism Market (Mr./Ms. Students)  
A Study on Demand Features and Marketing Policies of Tourist Market
- The 2<sup>nd</sup> Hour of the 10<sup>th</sup> Week: Q-A, Discussion, mid-term translation presentation and assignment
- The 1<sup>st</sup> Hour of the 12<sup>th</sup> Week: Case Studies and Presentation of Tourism Market (Mr./Ms. Students)  
A Study on the Development Trends of Tourist Marketing Policies
- The 2<sup>nd</sup> Hour of the 12<sup>th</sup> Week: Q-A, Discussion, mid-term translation presentation and assignment
- The 1<sup>st</sup> Hour of the 13<sup>th</sup> Week: Case Studies and Presentation of Tourism Market (Mr./Ms. Students)  
A Study on the Market Development Potential of Shanghai World Expo
- The 2<sup>nd</sup> Hour of the 13<sup>th</sup> Week: Q-A, Discussion, mid-term translation presentation and assignment
- The 1<sup>st</sup> Hour of the 14<sup>th</sup> Week: Case Studies and Presentation of Tourism Market (Mr./Ms. Students)

A Study on the Tourism Market Features and Marketing Policies of the  
Famous Historic & Cultural City in China: A Case of Xuzhou City

The 2<sup>nd</sup> Hour of the 14<sup>th</sup> Week: Q-A, Discussion, mid-term translation presentation and assignment

The 1<sup>st</sup> Hour of the 15<sup>th</sup> Week: Assignment presentation, presentation, Q-A, and Assignment Submissions

The 2<sup>nd</sup> Hour of the 15<sup>th</sup> Week: Assignment presentation, discussion, Q-A, and Assignment Submissions

The 1<sup>st</sup> – 2<sup>nd</sup> Hour of the 16<sup>th</sup> Week: Q-A, Review, PPT and Assignment Submissions

**The design of class discussion or exercise, practice, experience and so on:**

This course will involve the student as a whole person in the classroom, allow for genuine response and develop student autonomy. There are no pre-determined answers to some of the designed tasks. Students will be encouraged to offer their individual interpretation, presentation or response instead of looking to the instructor for confirmation of “correct” answers. The discussions will be conducted with group and pair work so that students can negotiate the reconstruction of meaning in class and survey after class in an interactive way. Course requirements include active class attendance, intensive reading, enthusiastic participation in pair and group work, timely completion of assignments and critical presentation of course-related themes.

**If you need a TA, please indicate the assignment of assistant:**

The main task of the teaching assistant is as follows:

Firstly, the domestic and foreign SSCI high-level tourism market case literature search and electronic library literature related to the tourism market;

Secondly, the high-level research in the tourism market, the relevant arrangements for casework and translation operations;

Thirdly, the travel market research assignments submitted reminders and comments;

Fourthly, Organization and arrangement of classroom research cases for tourism market research;

Fifthly, The theme and interaction of the classroom group discussion in the tourism market research;

Sixthly, Design and arrangement of E-learning course content and student interaction;

Seventhly, Student's coursework and answers to questions;

Eighthly, the assignment of the teacher's homework, etc.

**Grading & Evaluation** (Provide a final grade that reflects the formative evaluation process):

Attendance	10%
Contribution to Q-A in Class Discussion in Class	10%
Contribution to Discussion in Class	10%
Contribution to Expression in Class	10%
Contribution to Team Cooperation in Class Discussion	10%
PPT and Presentation in Class for Your Qualitative Market of Academic Paper	15%
PPT and Presentation in Class for Your Quantitative Market of Academic Paper	15%
Hard-copy Assignment Submissions of Final PPT Presentation and Original PDF Paper	20%

**Teaching Textbook** (Including Author, Title, Publisher and Publishing date; Please list it as well if self-edition):

**Usage of Textbook:**  Yes (complete textbook information form below)  No

**Textbook Information** (No more than two textbooks) :  
. (in English)

Title	Author	ISBN	Publishing Time	Publisher	Type I	Type II
					<input checked="" type="checkbox"/> Self-compiled Textbook (Published) <input type="checkbox"/> Non-mainland Textbook <input type="checkbox"/> Other Textbook (Published)	<input type="checkbox"/> National Planning Textbook <input type="checkbox"/> Provincial and Ministerial Planning Textbook <input type="checkbox"/> School Level Planning Textbook <input checked="" type="checkbox"/> Others
					<input type="checkbox"/> Self-compiled Textbook (Published) <input type="checkbox"/> Non-mainland Textbook <input type="checkbox"/> Other Textbook (Published)	<input type="checkbox"/> National Planning Textbook <input type="checkbox"/> Provincial and Ministerial Planning Textbook <input type="checkbox"/> School Level Planning Textbook <input type="checkbox"/> Others

**Teaching References** (Including author, title, publisher, publishing time, ISBN):

**I. Selected textbook reference publishing in the following press:**

1.1 Yingzhi Guo, Kun Dong, Vicki Mayfield. The China Tourism Market: Advanced Theories & Empirical Cases [M]. Beijing: Science Press. October of 2016. [ISBN 978-7-03-050234-6].

1.2 Philip Kotler et al. Marketing for Hospitality and Tourism (6<sup>th</sup> Ed.) [M]. New Jersey: Pearson Education, Inc., 2014. [ISBN 978-1-292-02003-7]

**2. Selected paper references publishing in the following tourism journals:**

2.1. Tourism Management (SSCI), 2015-present (in English);

2.2. Annals of Tourism Research (SSCI), 2015-present (in English);

2.3. Leisure Sciences (SSCI), 2015-present (in English);

2.4. Journal of Travel Research (SSCI), 2015-present (in English);

2.5. Journal of Destination Marketing and Management (SSCI), 2015-present (in English);

2.6. Tourism Economics (SSCI), 2015-present (in English);

2.7. Other Academic Journals in Tourism and Hospitality Market, 2015-present (in English).

Table column size can be adjusted according to the content.