



MAG 341 International Tourism

Summer 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email:TBA

COURSE OBJECTIVES

This course explores the complexities of travel patterns, tourism stakeholders, and the evolving landscape of global destinations. Students will gain a comprehensive understanding of contemporary tourists' travel and purchase behavior, examining the external influences shaping travel choices and their implications for emerging travel trends.

Upon Completion of this Course, students will be able to:

1. Analyze the key elements and trends in international tourism;
2. Understand the cultural nuances influencing travel decisions and behaviors;
3. Evaluate the roles and impacts of various tourism stakeholders;
4. Apply knowledge of external factors shaping travel choices to predict and adapt to emerging travel trends.

PREREQUISITES

None

GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
2 Assignments	20 Points
2 Quizzes	20 Points



Final Project and Presentation	20 Points
Midterm Exam	15 Points
Final Exam	25 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

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Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: Overview of international tourism industry Topic 2: Historical perspective and evolution Topic 3: Popular international destinations Topic 4: Analysis of travel patterns and trends Assessments: Assignment #1
Module 2	Topics: Topic 5: Governments and policy frameworks Topic 6: Private sector involvement (hotels, airlines, travel agencies) Topic 7: Cultural aspects affecting travel decisions Topic 8: Cross-cultural communication and sensitivity Assessments: Quiz #1



Module 3	Topics: Topic 9: Motivations and expectations of modern tourists Topic 10: The role of technology in travel decisions Topic 11: Consumer decision-making process in travel Topic 12: Marketing strategies in the tourism industry Assessments: Assignment #2 Midterm Exam
Module 4	Topics: Topic 13: Economic factors affecting travel decisions Topic 14: Political considerations and their impact Topic 15: Environmental and health-related influences on tourism Topic 16: Tourism transportation Assessments: Quiz #2
Module 5	Topics: Topic 17: Characteristics of tourism marketing Topic 18: Marketing process Topic 19: Types of tourism marketing Topic 20: Managing marketing for tourism Assessments: Final Project and Presentation Final Exam

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.



LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:



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Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.