MINISTRY OF EDUCATION AND TRAINING

**LAC HONG UNIVERSITY** 

**COURSE OUTLINE**

**<126008 – TOURISM ECONOMICS>**

1. **GENERAL INFORMATION**

| Course name (Vietnamese): | Kinh tế du lịch |
| --- | --- |
| Course name (English): | Tourism Economics |
| Course ID: | 126008 |
| Types: | Fundamental of majors |
| Faculty/Department: | Tourism and Travel Management |
| Main Lecturer: | Master Vu Duc Cuong  Email: cuongvd@lhu.edu.vn |
| Lecturer participating in: | Master Phan Van Hai  Email: haipv@lhu.edu.vn  Master Vu Duc Cuong  Email: cuongvd@lhu.edu.vn |
| Number of credits: | 2 |
| Theory: | 15 periods |
| Practice: | 0 periods |
| Exercise | 30 periods |
| Specialty: | Obligatory to students in Major |
| Prerequisite course: | No |
| Previous course: | No |

1. **COURSE DESCRIPTION**

This course provides students with a theoretical basis about roles of tourism in the national economy, the economic content of the tourism market, the effect of tourism on the balance of payment, and the impact of Multinational tourism corporations on the economy. The character and factor affecting the tourism investment, cost and tourism business profit, labor and tourism business capital and evaluating the economic-social effect in tourism.

1. **COURSE LEARNING OUTCOMES**

**Table 1: Course Learning Outcomes (CLOs)**

| **Course Learning Outcomes (CLOs)** | **Course Learning Outcomes content** | **Bloom domain/Bloom level** | **Program Learning Outcomes PLOs/SOs/PI (\*)** |
| --- | --- | --- | --- |
| CLO1 | Applying the relationship between economics and tourism showing the GDP’s contribution to a nation | Knowledge (3) | PI2.1 |
| CLO2 | Analyzing the impact of tourism to the national economy in the practical economic context. | Knowledge (4) | PI3.1 |
| CLO3 | Establishing a business enterprise plan to achieve the economic aim. | Skills (4) | PI4.1 |
| CLO4 | Obeying the standard and regulation about tourism business investment to gain the positive effect to the economy-society in tourism. | Attitude (2) | PI7.1 |

1. **COURSE CONTENT, LESSON PLAN**

**Bảng 2: COURSE CONTENT, LESSON PLAN**

| **Week** | **Lesson/**  **Chapter** | **Name/Chapter** | **Lesson Learning Outcomes (LLO)** | | **Lecture and Study activities** | **Method of Lecture** | **Method of**  **assessment** | **Reference (\*)** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | Chapter 1 | **The general information of tourism in the national economy** | LLO1.1 | Clarifying the tourism contribution in a nation’s GDP (A2) | **Lecturer:** - Introducing the course’s general information, regulations and study goals  - Didactically questioning the definitions of economy and tourism and relevant terminologies.  - Didactical question : ‘How can Tourism and Travel contribute to our nation’s GDP?  Giving the definition, explanation  + Dividing into groups, giving tasks  **Students**: - listening, answering and questioning  - Discussing about the comprehension of definitions, explanations | + Lecture (1)  + Didactic questioning (2) | + Short form and multiple choice tests ‘1’  + Essay ‘3’  + Case Studies ‘9’ | [1], [2] |
| 2 | Chapter 1 |  | LLO1.2 | Proving the impact of tourism growth on the national economy (K3)  . | **Lecturer:**: Explaining the meaning and role of tourism growth in the national economy.  - Helping students to compare to the other economics  - Offering students to choose the illustrative example  **Students**: discussing, commenting  - Finding the illustrative practical example | + Lecture (1)  + Didactic questioning (2)  + Discussion (13) | + Short form and multiple choice tests ‘1’  + Short form test ‘2’ | [1], [2] |
| 3 | Chapter 2 | The Tourism market | LLO2.1 | Identifying the definition, essence and characters of supply-demand in tourism (K3) | **Lecturer:**: Analyzing the features of supply-demand in tourism.  Way to segment the market.  **Students** have to note down, grasp the main idea, summarize the case.  - Didactic questioning the critical question, debating  **Home study: Read the references** | + Lecture (1)  + Didactic questioning (2)  + Discussion (13) | Short form and multiple choice tests ‘1’  + Short form test ‘2’  +Essay ‘3’ | [1], [2] |
| 4 | Chapter 2 | The balance of payment in tourism | LLO2.2 | Explaining the basis of the balance of payment in tourism (K4) | **Lecturer:**: Didactic questioning students to find definitions of ‘balance of payment’,’tourism revenue’ and ‘GDP’. Discussing and uniting the definitions. Setting up a short interview to identify the level of students’ comprehension.  **Students**: Summarizing the previous lesson. Noting, grasping the main idea, summarizing the case  **Home study: Read the references** | + Lecture (1)  + Discussion (13)  + Case Studies (8) | + Short form test ‘2’  + Presentation ‘8’  + Essay ‘3’ | [1], [2] |
| 5 | Mid-term test | Group presentation |  |  | - Working in group:  + Way to apply the already learned lesson to do research  + Discussing and writing |  | + Presentation ‘8’  + Essay ‘3’ | [1], [2] |
| 6 | Chapter 3 | The Multinational corporation in tourism | LLO3.1 | Exploring the features of the Multinational corporation business in tourism (K4) | **Lecturer:**: Analyzing the impacts to the country which has the main company when there are many multinational corporation business tourism growths.  - Didactic questioning and suggesting some relevant tourism growth policies.  - Introducing, Explaining, giving the main features of the policies.  **Students** have to note down, grasp the main idea, and summarize the case.  **Home study: Read the references** | + Lecture (1)  + Discussion (13) | + Presentation ‘8’ | [1], [2] |
| 7 | Chapter 3 | The Tourism investment | LLO3.2 | - Approaching the tourism characteristics in one destination (S4) | **Lecturer:**: Analyzing the characteristics of tourism investment; invest into the tourism “event”; the main factors affecting the tourism investment.  - Interpreting the main capital in tourism investment usage.  **Students** have to note down, grasp the main idea, and summarize the case.  Finding the illustrative example.  **Home study: Read the references** | + Lecture (1)  + Case Studies (8)  + Discussion (13) | + Presentation ‘8’  + Essay ‘3’ | [1], [2] |
| 8 | Chapter 4 | The efficient tourism business | LLO4.1 | Explaining the features and tourism business costing structure, the profit of tourism business. (K4) | **Lecturer:**: Interpreting the features and the essential role in tourism business capital, demand and the tourism business capital structure;  - Analyzing features and roles of the hotel, tourism business capital.  **Students** have to note down, grasp the main idea, summarize the case.  **Home study: Read the references** | + Lecture (1)  + Case Studies (8)  + Discussion (13) | + Presentation ‘8’  + Essay ‘3’ | [1], [2] |
| 9 | Chapter 4 | The economic-social effect in tourism | LLO4.2 | Combining the economic-social effects in tourism and the effective quotas evaluation in tourism (S4) | **Lecturer**: - Stating the problem of economic-social effects in tourism, offering students to give a standpoint. Suggesting the the effective quotas evaluation to economic-social effects in tourism  - Distributing exercises to each group  + Giving problems for students to solve  **Students** have to discuss, grasp the main idea, demonstrate the solution  **Home study: Read the references** | + Lecture (1)    + Case Studies (8)  + Discussion (13) | + Presentation ‘8’  + Essay ‘3' | [1], [2] |
| 10 | Chapter 4 | The economic-social effect in tourism (pt.2) | LLO4.3 | Combining the economic-social effects in tourism and the effective quotas evaluation in tourism (S4) | **Lecturer**: Lecturing, suggesting SV: analyzing economic-social effects in tourism; SV recommends some answers to level the positive effect. Analyzing the impactful factors.  + Distributing exercises to each group  + Giving problems for students to solve  **Students** have to discuss, grasp the main idea, demonstrate the solution | + Case Studies (8)  + Discussion (13) | + Presentation ‘8’  + Essay ‘3’ | [1], [2] |
| 11 | Final exam revision | Revision |  |  | **Lecturer:** Provides the revision outline  **Study in class**: Listening to the explanation, questioning  **Home study**: Preparing the outline and studying | + Lecture (1)  + Discussion (13) | + Essay ‘3’ |  |

1. **MAPPING OF LESSON AND COURSE LEARNING OUTCOMES**

**Table 3: Mapping of Lesson and Course Learning Outcomes**

| **Lesson/**  **Chapter** | **Lesson Learning Outcomes** | **Course Learning Outcomes** | | | | **Evaluation Component** |
| --- | --- | --- | --- | --- | --- | --- |
| **CLO1** | **CLO2** | **CLO3** | **CLO4** |
| Chapter 1 | LLO1.1 |  |  |  | X | A1, A2 |
| LLO1.2 | X |  |  |  | A1, A2, A3 |
| Chapter 2 | LLO2.1 | X |  |  |  | A1, A2, A3 |
| LLO2.2 |  | X |  |  | A1, A2, A3 |
| Chapter 3 | LLO3.1 |  | X |  |  | A1, A2, A3 |
| LLO3.2 |  |  | X |  | A1, A2, A3 |
| Chapter 4 | LLO4.1 |  |  |  | X | A1 |
| LLO4.2 |  |  | X |  | A1, A3 |
| LLO4.3 |  |  | X |  | A1, A3 |

1. **COURSE ASSESSMENT**

**Table 4: Course Assessment**

| **Evaluation Component** | **Form of assessment** | **CLOs** | **Percentage (%)** |
| --- | --- | --- | --- |
| A1. Process | - Participating in the lesson  - Class exercises  - Homework  - Team work  - LMS exercises | *CLO1, CLO2, CLO3, CLO4* | *30%* |
| A2. Mid-term | - Test  - Big project  - Essay | *CLO1, CLO2, CLO3* | *30%* |
| A3. Final | - Written report  - Project / Essay | *CLO1, CLO2, CLO3* | *40%* |

1. **COURSE REQUIREMENTS AND EXPECTATIONS**

- Attendance: Obeying the regulation

- Students have to read the given study documentation by the lecturer before every lesson on the online learning system (LMS - learn.lhu.edu.vn).

- Students who do homework on LMS, answer short questions and quick exercises; discuss in class will be given bonus marks to the student's process.

- Finishing given group discussions according to the lecturer's regulations.

1. **STUDY REFERENCE**

**8.1. Textbook**

[1] Nguyễn Thị Nguyên Hồng, Vũ Đức Minh (2020), *Giáo trình Kinh tế du lịch,* NXB Thống kê

[2] Nguyễn Vãn Đính, Trần Thị Minh Hòa (2009), *Giáo trình Kinh tế du lịch,* NXB Lao động - Xã hội.

**8.2. References**

[1] Peter Robinson , Michael Lück , et al. (2020), Tourism 2nd, CABI

[2] The Economic Contribution Of Tourism And The Impact Of Covid-19, November 2021, Unwto.

1. **SOFTWARE OR SUPPORTING EQUIPMENTS FOR PRACTICE**

Internet, Google Chrome, Kahoot

**General rules:**

| **Abbreviation** | **Description** |
| --- | --- |
| **PLO/SO** | Program Learning Outcomes/Standard Outcomes |
| **PI** | Performance Indicators |
| **CLO** | Course Learning Outcomes |
| **LLO** | Lesson Learning Outcomes |

| **Head of Major/ Head of Faculty**  (sign and write full name) | Dong Nai, February 24th 2023  **Responsible lecturer**  (sign and write full name)  Vu Duc Cuong |
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