

## Tourism in Asia Pacific

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### 【Course Outline / Description】

Since the global tourism focus has shifted from the west to the east in terms of the demand, tourism in the Asia Pacific region has received much attention. This course primarily presents emerging tourism discussions focusing on the Asia and Pacific region (Japan and others). Indicative topics include the ageing population and its impacts on tourism, the growing significance of China as an outbound travel market, growing awareness on sustainable tourism options. Students will have one tourism case study each week presented via reading, viewing, listening or lecture for learning. Relevant tourism, business, or social theories will also be presented to interpret the mechanism of each tourism case. Students will require to write a short reflection about each topic for the knowledge implementation and participate in seminars, debates, quizzes, or other activities during the live session (once a week). Class participation will be the most critical component for the overall evaluation.

### Section 2

#### 【Course Objectives/Goals/Learning Outcomes】

This course aims to enable students to critically analyze emerging tourism issues in the Asia and Pacific and identify implications from the issues.

#### Upon successfully completing this course, you will:

- Gain social and cultural knowledge of Asia and its impacts on tourism
- Understand Asian tourists' demands & behaviors
- Understand the tourism-related social and cultural challenges
- Be able to relate relevant theories to different tourism cases
- Be able to critically analyze tourism-related issues and challenges
- Be able to suggest sustainable tourism options

### Section 3

#### 【Class Schedule/Class Environment, Literature and Materials】

Week	Session	Topic
1	1	Course introduction
	2	Tourism overview in the Asia Pacific region
2	3	Urban tourism: Inbound tourism in Japan 1
	4	Urban tourism: Inbound tourism in Japan 2
3	5	Hospitality in Asia: Hospitality vs. Omotenashi 1
	6	Hospitality in Asia: Hospitality vs. Omotenashi 2
4	7	Health and wellness tourism: Onsen tourism 1
	8	Health and wellness tourism: Onsen tourism 2
5	9	Hotel automation: Henn Na hotel 1
	10	Hotel automation: Henn Na hotel 2
6	11	Coastal and resort tourism: Okinawa and Niseko 1
	12	Coastal and resort tourism: Okinawa and Niseko 2
7	13	Luxury tourism: Integrated Resort in Japan 1

	14	Luxury tourism: Integrated Resort in Japan 2
8	15	K-pop and tourism in S.Korea
	16	Meet your team for your final project
9	17	Tourism in the less developed world: Bhutan
	18	Fall Break (No class)
10	19	Dark tourism: Hiroshima and Nagasaki 1
	20	Dark tourism: Hiroshima and Nagasaki 2
11	21	Pilgrimage tourism: Kumanokodo and Shikoku 1
	22	Pilgrimage tourism: Kumanokodo and Shikoku 2
12	23	Indigenous tourism in Australia 1
	24	Indigenous tourism in Australia 2
13	25	COVID-19 and tourism in Asia and Pacific
	26	Group project preparation
14	27	Group project presentation 1
	28	Group project presentation 2
15	29	Group project presentation 3
	30	Course conclusion

#### 【Textbooks/Reading Materials】

##### Reference Books:

- *Tourism theories, concepts and models* by Bob McKercher and Bruce Prideaux
- *The darker side of travel: The theory and practice of dark tourism* by Richard Sharpley and Philip R. Stone

##### Reading Materials

- Each week reading and study materials will be provided.

#### Section 4

##### 【Learning Assessments/Grading Rubric】

<b>Attendance</b>	<b>10%</b>		Individual	Weekly
<b>Assignment 1</b>	<b>50%</b>	Weekly reflection report and seminar participation	Individual	Weekly
<b>Assignment 2</b>	<b>20%</b>	Analytic report on the hospitality industry employment challenges and solutions	Individual	Week 8
<b>Assignment 3</b>	<b>20%</b>	Sustainable tourism development project	Group	Week 14 & 15
<b>Total</b>		<b>100%</b>		

#### Section 5

##### 【Additional Information】

\*\* The schedule outlined above is tentative. Changes to this outline will be announced at the first day of the semester.