MINISTRY OF EDUCATION AND TRAINING

**LAC HONG UNIVERSITY**

**COURSE OUTLINE**

**<126072 – INTRODUCTION TO TOURISM >**

| **1.** | **GENERAL INFORMATION** |
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| Course name (Vietnamese): | Tổng quan du lịch |
| Course name (English): | Introduction to tourism |
| Course ID: | 126064 |
| Types: | Fundamentals of major |
| Faculty/ Department: | Tourism and Travel Management |
| Main Lecturer:  | Phan Van HaiEmail: haipv@lhu.edu.vn |
| Lecturer participating in: | Pham Ngoc HieuEmail: Hieupn@lhu.edu.vn |
| Number of credits : | 3  |
| Theory: Practice:Exercise: | 30 periods0 periods30 periods |
| Speciality: | Obligatory to students in Major of Tourism and Tourism Management |
| Prerequisite course:Previous course: | NoNo |
| **2.** | **COURSE DESCRIPTION** |

Introduction to tourism is an essential course for students who will be equipped with the most general basic knowledge about definition, history, growth conditions along with tourism management activity of the tourism industry around the world,including Vietnam.

| **3.** | **COURSE LEARNING OUTCOMES** |
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**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 tourism knowledge to describe definition, history, growth conditions to the tourism industry  | Knowledge (3) | PI1.2 |
| CLO2 | Analyzing tourism business conditions to set up newly appropriate tourism product | Skills (4) | PI3.1 |
| CLO3  | Coordinating effectively in group work performing study and work  | Skills (4) | PI6.2 |
| CLO4 | Having a life long self-study habit | Attitude (4) | PI8.1 |

| **4.** |  **COURSE CONTENT, LESSON PLAN** |
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**Table 2: Course Content, Lesson Plan**

| **Week** | **Lesson/****Chapter** | **Name/Chapter** | **Lesson Learning Outcomes (LLO)** | **Lecture and Study activity** | **Method of lecture** | **Method of****assessment** | **Reference (\*)** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | Chapter 1 | **THE GENERAL DEFINITION OF TOURISM**1.1. Definition of tourism1.2. Tourist1.3. Other definitions | LLO1.1CLO1 | **Demonstrating** Basic definition in tourism  | Lecturer introduces general information, regulation and study goals.Students get acquainted with new knowledge by listening, observing and questioning. | LectureDidactic questioning | Short answer testCase studies | [1],[3] |
| LLO1.2CLO4 | **Differentiating** separated definition in tourism activity |
| 2 | Chapter 2 | **THE PROCESS OF FOUNDATION AND GROWTH IN TOURISM** 2.1. The history of foundation and growth in the worldwide tourism | LLO2.1CLO1 | **Illustrating** the timeline in the process of history development in Vietnam and worldwide tourism | Students listen to the lecture and make questions to the lecture | Lecture | Short answer testShort form test | [1],[3] |
| 3 | Chapter 2 | 2.2. History of foundation inVietnam tourism |  |
| 4 | Chapter 3 | **CHARACTER AND BUSINESS DOMAIN IN TOURISM**3.1. Character of tourism3.2 Business domain in tourism | LLO3.1CLO2 | **Classifying** tourism character in business tourism activity nowadays | Lecturer performs the lecture actively and gives a topic to students to think about. Students discuss the topic and share their opinions to the entire class | LectureDiscussion | Short form tests | [1],[3] |
| 5 | Chapter 4 | **GROWTH CONDITIONS IN TOURISM**4.1. Tourist appearance conditions | LLO4.1CLO3 | **Acquainting** with status condition outside the market in order to apply to tourism development | Lecturer gives a practical situation and offers students to solve based on that situation.After understanding the new knowledge, students can make new situations for the lecturer. | DiscussionDebate | Short answer testCase studies  |
| 6 | Chapter 4 | 4.2. Tourism supply conditions  |
| 7 | Chapter 4 | 4.3. Occasion in tourism  |
| 8 | Chapter 5 | **THE EFFECT OF TOURISM ACTIVITY TO OTHER DOMAIN**5.1. The effect of tourism to the economy5.2. The effect of tourism to the society | LLO5.1CLO2 | **Spotting** the advantages and disadvantages of tourism to the other domain | Lecturer performs the lecture actively and gives a topic to students to think about. Students discuss the topic and share their opinions with the entire class. | LectureDiscussionDebate | Short answer testCase studies  | [1],[3] |
| 9 | Chapter 5 | 5.3. The effect of tourism to the culture 5.4. The effect of tourism to the nature and environment  | LLO5.2CLO4 | **Evaluating** the effect of tourism to the other domain in society |
| 10 | Chapter 6 | **THE TOURISM DEVELOPMENT** 6.1. The tourism development tendency | LLO6.1CLO3 | **Adapting** to the tourism development trend in Vietnam and worldwide | Lecturer gives a practical situation and offers students an answer based on that situation.After understanding the new knowledge, students can make new situations for the lecturer. | LectureDebate | Short answer testCase studies | [1],[3] |
| 11 | Chapter 6 | 6.2. The tourism development plan |
| 12 | Chapter 6 | 6.3. Government and enterprise’s role in tourism development  |
| 13 | Chapter 7 | **INTERNATIONAL AND VIETNAM TOURISM ORGANIZATION** International tourism organization  | LLO6.1CLO3 | **Approaching**  the organization and tourism management model in worldwide and Vietnam | Lecturer gives a practical situation and offers students an answer based on that situation.After understanding the new knowledge, students can make new situations for the lecturer. | LectureDiscussion | Short answer testCase studies  | [1],[3] |
| 14 | Chapter 7 | Vietnam tourism organization  |
| 15 | Test  | Group reportSelf-study 30% |  |  |  |  | Written report  |  |

| **5.** | **MAPPING OF LESSON AND COURSE LEARNING OUTCOMES****Table 3:**  **Mapping of Lesson And Course Learning Outcomes**

| Lesson Learning Outcomes | Course Learning Outcomes | **Evaluation Component** |
| --- | --- | --- |
| **CLO1** | **CLO2** | **CLO3** | **CLO4** |  |
| **LLO1.1** | X |  |  |  |  | A1, A2, A3 |
| **LLO1.2** |  |  |  | X |  | A1, A2 |
| **LLO2.1** | X |  |  |  |  | A1, A2, A3 |
| **LLO3.1** |  | X |  |  |  | A1, A2, A3 |
| **LLO4.1** |  |  | X |  |  | A1, A2 |
| **LLO5.1** |  | X |  |  |  | A1, A2, A3 |
| **LLO5.2** |  |  |  | X |  | A1, A2 |
| **LLO6.1** |  |  | X  |  |  | A1, A2 |

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| **6.** | **COURSE ASSESSMENT** |
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**Table 4: Course assessment**

| **Evaluation Component** | **Assessment**  | **CLOs**  | **Percentage (%)**  |
| --- | --- | --- | --- |
| **A1. Process** | - Participating in lesson- Hard-working | **CLO1, CLO2, CLO3, CLO4,**  | **30%** |
| **A2. Mid-term** | * Written report
 | **CLO1, CLO2, CLO3, CLO4** | **30%** |
| **A3. Final**  | * Written report
 | **CLO1, CLO2** | **40%** |

| **7.** | **COURSE REQUIREMENTS AND EXPECTATIONS** |
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- Attendance: Obeying the regulations

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

- Doing homework on Kahoot, Quizizz and quick exercises in class, students will be given bonus marks for the student's process.

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

| **8.** | **STUDY REFERENCE** |
| --- | --- |

**Textbook**

[1]. Phan Văn Hải (2020): *Giáo trình Tổng quan du lịch.* Đại học Lạc Hồng, Tài liệu lưu hành nội bộ.

**References**

[2]. Trần Đức Thanh (2017), *Giáo trình Địa lý du lịch*, NXB Đại học quốc gia Hà Nội

[3]. Bùi Thị Hải Yến (Tái bản năm 2020), *Tuyến điểm du lịch Việt Nam*, NXB Giáo dục, Hà Nội

| **9.** | **SOFTWARE OR SUPPORTING EQUIPMENTS FOR PRACTICE**  |
| --- | --- |

- Internet, Google Chrome, Kahoot

**General rules:**

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

| **Head of Major/ Head of Faculty** | Dong Nai, 2023Responsible lecturer(sign and write full name)Pham Ngoc Hieu |
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