Comparative Study on Cultural Tourism Part I
Disneyland
CONTENT

Pre-class Assessment
- Preliminary Survey
- Discussion with colleagues

Structural Framework
- Student Information
- Module Analysis

Content Framework
- Syllabus
- Module Plan
- Resources

Delivery & Instructional Design
- Presentation
- Engagement Activities

Course Evaluation
- Evaluation Format
- Results and Analysis
1. Preliminary Survey-Questions

To conduct this program, I did a preliminary survey on our students (most of them major in Tourism Management)’ idea on “A new English-Taught Course-Comparative Study on Cultural Tourism, Part I Disneyland”, the survey basically includes the following questions:

1. Do you have interest on this topic? Or to take this course?
2. Which year do you think would be an appropriate time to take this course?
3. The initial designed modules for this course consist of:
   - a) Field trip to Shanghai Disneyland
   - b) Introduction to Disney-Culture and Theme Park Programs
   - c) The tourists' Happy Experience in Disneyland and How to Plan and Develop this program?
   - d) Trend of American Tourism Industry
   - e) Rethink about Global Tourism
   How do you feel about the above arrangement?
4. What do you have in mind for such topic and possible engagement in this course?
Pre-class Assessment

1. Preliminary Survey- 53 Students’ Feedback

Interest on this topic or this course

- Yes, Quite a Lot: 56%
- Yes, Possible Will: 29%
- It Depends, I need more information: 15%
- No: 0%
1. Preliminary Survey- 53 Students’ Feedback

Year to take this course

- Freshman: 2
- Sophomore: 8
- Junior: 22
- Senior: 3
- Graduate 1st Year: 12
- Graduate 2nd Year: 5
- Graduate 3rd Year: 1
1. Preliminary Survey - 53 Students’ Feedback

**Comparative study on Cultural Tourism in China and US - Part I**
- Field trip to Shanghai Disneyland
- Introduction to Disney-Culture and Theme Park Programs
- The tourists’ Happy Experience in Disneyland and How to Plan and Develop this program?

**Trend of American Tourism Industry**
- Rethink about Global Tourism

**Adjusted Modules** (according to students’ suggestions)
- Introduction to Disney-Culture and Theme Park Programs
- Practical Research on Disney related programs
- The tourists’ Happy Experience in Disneyland and How to Plan and Develop this program?

**Former Modules**
- Innovation in Tourism Industry
- Trend of American Tourism Industry

I nnovation in Tourism Industry
1. Preliminary Survey- 53 Students’ Feedback

Do I have opportunity to go for Disney Tour, Study or Internship in America?

What Skills and Knowledge can I get in this course?

How can it help for my future study or career?

Do I have opportunity to go for Disney Tour, Study or Internship in America?

More Questions about This Course: 

.etc
Pre-class Assessment

2. Discussion with colleagues

1. Should this course be taught in fully English?
2. How can you get the related resources and useful materials for the course?
3. What result will you expect for it?
4. Who should be your target students? Major in Tourism or in every subject?
5. Do you need cooperative teacher or knowledgeable consultants to successful cover all the modules?
6. What software and hardware you need?
7. Can this course be related to our college’s professional practice part in the teaching schedule?
   etc.
1. Student Information

8 English-taught Programs in HQU

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment Size</th>
<th>Major</th>
<th>Teaching Language</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>20-30</td>
<td>Tourism and Hospitality Management</td>
<td>English</td>
<td>Undergraduate: Junior</td>
</tr>
<tr>
<td>2018</td>
<td>20-30</td>
<td>Multi-Discipline</td>
<td>Chinese</td>
<td>Undergraduate: Junior, Senior and Graduate 1st Year</td>
</tr>
</tbody>
</table>
## Structural Framework

### 2. Module Analysis

<table>
<thead>
<tr>
<th>Year</th>
<th>Hours</th>
<th>Credits</th>
<th>Type</th>
<th>Online/Offline</th>
<th>Office Hours</th>
<th>New /Modified</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>36</td>
<td>2</td>
<td>Elective</td>
<td>Offline</td>
<td>28</td>
<td>New</td>
</tr>
<tr>
<td>2018</td>
<td>36</td>
<td>2</td>
<td>Elective</td>
<td>Offline</td>
<td>28</td>
<td>Modified(base on Version.2017)</td>
</tr>
</tbody>
</table>
1. Syllabus (please check the attached .doc file)

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Syllabus, Introduction to Global Cultural Tourism Industry</td>
</tr>
<tr>
<td>2</td>
<td>History and Development of Theme Parks</td>
</tr>
<tr>
<td>3</td>
<td>Disney: The history</td>
</tr>
<tr>
<td>4</td>
<td>Group Discussion: What makes people relate Disney to Happiness?</td>
</tr>
<tr>
<td>5</td>
<td>Disney in US</td>
</tr>
<tr>
<td>6</td>
<td>Group Discussion: How to enhance the tourists experience in a Theme Park</td>
</tr>
<tr>
<td>7</td>
<td>Theme Parks in China: time, geography, and business model</td>
</tr>
<tr>
<td>8</td>
<td>Methods Instruction(3D Max, Auto CAD, Google Sketchup)</td>
</tr>
<tr>
<td>9</td>
<td>OR Experts’ Lectures OR Field Trip</td>
</tr>
<tr>
<td>10</td>
<td>Group Work: To Plan the next Theme Park for Disney</td>
</tr>
<tr>
<td>11</td>
<td>Comparative Study in Wanda Theme Park and Shanghai Disneyland(I)</td>
</tr>
<tr>
<td>12</td>
<td>Comparative Study in Wanda Theme Park and Shanghai Disneyland(II)</td>
</tr>
<tr>
<td>13</td>
<td>Group Work: To Plan the next Theme Park for Wanda</td>
</tr>
<tr>
<td>14</td>
<td>Student Topics</td>
</tr>
<tr>
<td>15</td>
<td>Student Topics</td>
</tr>
<tr>
<td>16</td>
<td>Final Test</td>
</tr>
</tbody>
</table>
2. Module Plan

- Intro
  - Cultural Tourism
  - Theme Parks
  - Disney

- Comparative Practice on Wanda and Disney

- Field Trip (IF it can be connected to the professional practice)

- Methods Instruction (3D Max, Auto CAD, Google Sketchup) OR Experts’ Lectures

- Development of Cultural Programs in China and US

- Result Evaluation (Exhibition)
Comparative Practice on WANDA AND DISNEY
Dimensions

TIME

BUSINESS MODEL

GEOGRPHY
Geography
Business Model

- Corporate strategy
- Potential customers
- Theme park design and planning
- Market
Group Discussion

1. What makes People believe:

Disney = HAPPY

2. Even the business believes:

COME IN.

2ND HAPPIEST PLACE ON EARTH
(DISNEY BEAT US TO THE PUNCH)

FOUND RE

Phoeni
Content Framework

3. Assistant resources

- Library
- Museum
- Database
- Industry reports
- Experts’ lectures
- News Media
- Etc.
1. Module presentation
   a. Teaching Language: in English
   b. Traditional Lectures or E-Lectures: Traditional Lectures
   c. How is the material presented: Mostly PowerPoint, Partially Graphics and Video
   d. Methodology: flipped classroom, lectures, and group discussions

2. Engagement Activities
   a. Students should work in groups
   b. It includes oral presentation, case studies, possible field trips and social media research, and a final examination.
   c. There will be a group work on comparative practice of Wanda and Disney(in oral presentation), a written report on field trip.
Course Evaluation

1. Evaluation Format
   a. How are the students evaluated: **Written Test and Group Presentation**.
   b. How often the student are evaluated: **every 3-4 weeks**
   c. How is the module evaluated: **Surveys and Oral Interview**

2. Possible Results
   a. Disney Exhibition to be presented in campus?
   b. Further Discussion in comparison of Chinese and American Cultural Program(Movie/TV Theme Park, Ethnic Cultural Tourist Destination, Cultural Tourism Programs with Event and Performance Resources)
   c. Cooperative work with US students/professors
   d. ........
Finally, THANK YOU

Steele Auditorium

AEI and

Henry Luce Foundation

2017