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Nota di contenuto	Foreword -- Part 1. Introduction to the book. 1. Introduction to Tourism Education and Asia by Claire Liu and Heike Schänzel, AUT University -- Part 2. Tourism Education in Asia. 2. Differentiating Academic and Vocational Hospitality and Tourism Education: The Milieu of Indonesia by Hera Oktadiana and Kaye Chon -- 3. Vocational Education and Training for Hospitality and Tourism Industry in India by Saurabh Kumar Dixit and Hakamelamphylla Mawroh -- 4. Situation Analysis of Tourism and Hospitality Management Education in Nepal by Brijesh Thapa and Smrittee Kala Panta -- 5. Tourism higher education in Iran: Past, Present and Future Directions by Siamak Seyfi, Adel Nikjoo and Masoud A.Samimi -- 6. Review and Assessment of Academic Tourism and Hospitality Programmes in China by Andreas H. Zins and Se You Jang -- 7. Hotel and Tourism Management Education in Bhutan: The Creation of the Royal Institute of Tourism and Hospitality by Paul Strickland -- 8. Tourism education in Vietnam by Erwin Losekoot, Earney Lasten and Phu Cuong Tran -- 9. The Institutional Context for Experiential Learning Investment in Hospitality Education: A case study from Thailand by Karl Basil Dicen, Chachaya Yodsuwan and Ken Butcher

-- Part 3. Tourism Education of Asian students abroad. 10. Outcomes and Challenges of a Cooperative and Intercultural Learning Project: A Critical Analysis by Anya Diekmann, Martin Vincent, and Jyotsna Patwardhan -- 11. Career Goals of Chinese International Tourism and Hospitality Students in Australia by Katrine Sonnenschein -- 12. The Push-Pull Model of Motivation: An Analysis of Chinese Polytechnic Students' Motivation to Pursue Degree Completion in Canada by Eugene Thomlinson and Rebecca Wilson-Mah -- Part 4. Transnational Tourism Education in Asia. 13. Research Performance of the TedQual-certified Programmes of Tourism and Hospitality in Greater China by Libo Yan -- 14. Patterns of Tourism and Hospitality Education in India and Malaysia – A Critical Reflection by Sudipta Kiran Sarkar -- 15. Hospitality, Tourism and Global Education in Asia: A Transnational Conundrum? Current thoughts and anecdotes by Andrew Jones.

Sommario/riassunto

This book looks at various aspects of tourism education in Asian countries and the impacts of sustainable development in tourism education to the Asian student markets. It provides an insightful and authoritative account of the various issues that are shaping the higher educational world of tourism education in Asia and for its Asian students overseas, and it highlights the creative, inventive and innovative ways that educators are responding to these issues. The book is composed of contributions from specialists in the field and is international in scope. It is divided into four parts: an introduction setting the scene of tourism education and Asia; case studies of tourism education in various Asian countries; case studies of tourism education of Asian students abroad and their trans-national student experiences; and broader perspectives on intra-Asian and transnational tourism education. The book provides a systematic guide to the current state of knowledge on tourism education and Asia and its future direction, and is essential reading for students, researchers, educational practitioners, and academics in Tourism Studies.
