



Guideline for FutureLearn


Course 1: China's Role in Global Tourism Development

Course 2: Tourism Policy and Planning

FutureLearn

Categories ▾ Courses ▾ Using FutureLearn ▾






JOIN ONLINE COURSES AND LEARN NEW SKILLS

Learn without limits

Unlock new opportunities with unlimited access to **hundreds of online short courses** for a year.

\$269 for one year

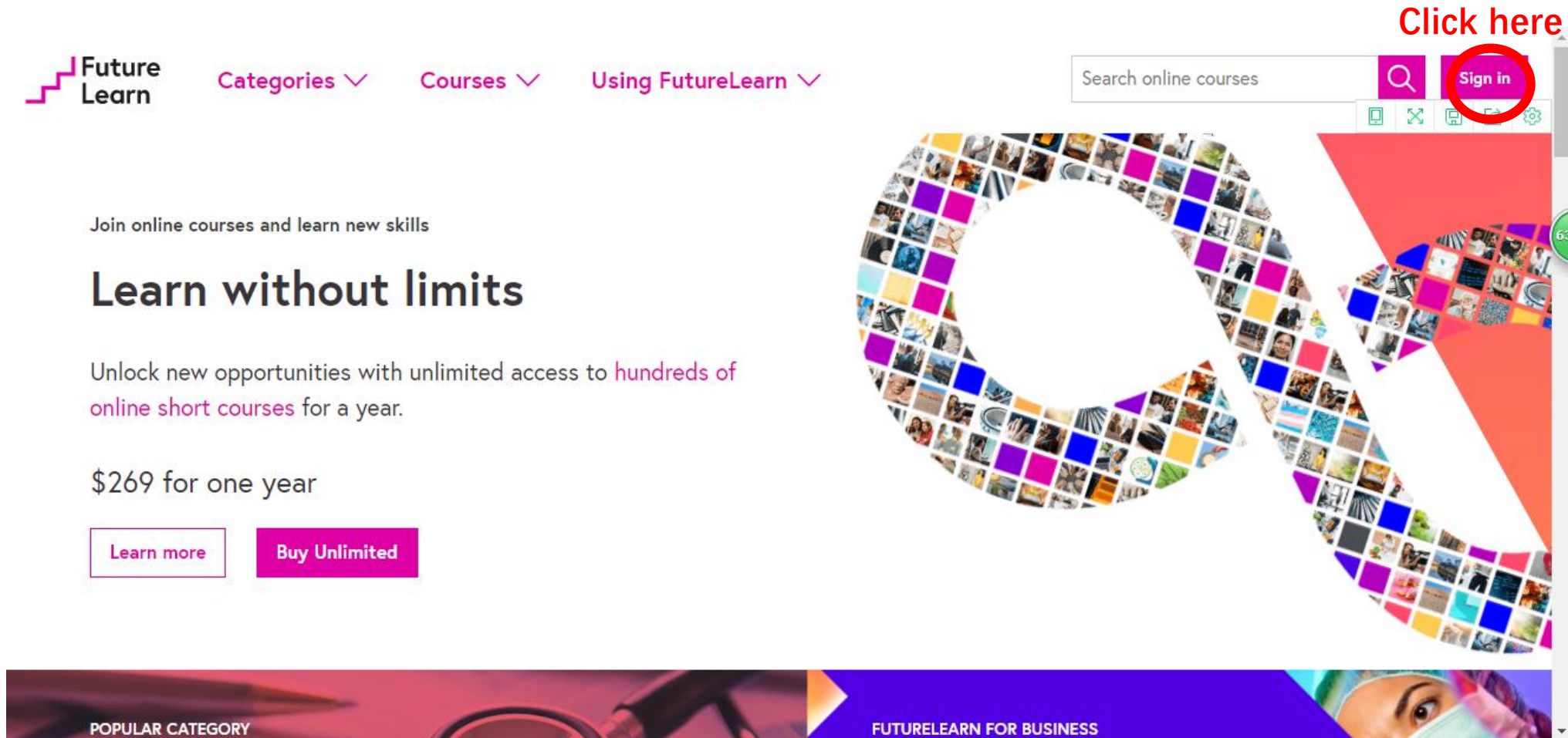
[Learn more](#) [Buy Unlimited](#)



1. Registration

(1) Please click this link.

<https://www.futurelearn.com/>



The screenshot shows the FutureLearn website homepage. At the top, there is a navigation bar with the FutureLearn logo, a search bar, and links for 'Categories', 'Courses', and 'Using FutureLearn'. A red circle highlights the 'Sign in' button in the top right corner, with a red arrow pointing to it and the text 'Click here' above it. Below the navigation bar, the main content area features the text 'Join online courses and learn new skills', followed by the headline 'Learn without limits'. Below this, it says 'Unlock new opportunities with unlimited access to hundreds of online short courses for a year.' and '\$269 for one year'. There are two buttons: 'Learn more' and 'Buy Unlimited'. The bottom of the page has a banner with 'POPULAR CATEGORY' and 'FUTURELEARN FOR BUSINESS'.

FutureLearn

Categories ▾ Courses ▾ Using FutureLearn ▾

Search online courses

Sign in

Join online courses and learn new skills

Learn without limits

Unlock new opportunities with unlimited access to hundreds of online short courses for a year.

\$269 for one year

Learn more Buy Unlimited

POPULAR CATEGORY


FUTURELEARN FOR BUSINESS

1. Registration

(2) Please register here.

Sign in

Not yet joined? [Register.](#)

 **Sign in with Facebook**

Or

Email


Password

[Forgot your password?](#)

☐ Remember me

Register

Already joined? [Sign in.](#)

 **Register using Facebook**

Or

First name *

Last name or initial *

Age *

Email address *

Please check your email address to make sure it's correct.

Choose a password (min. 8 characters) *

EMAIL PREFERENCES

Make sure you stay informed about your courses and FutureLearn by setting your email preferences. You can change these preferences at any time in your settings.

Email me about:

☐ New courses and recommendations

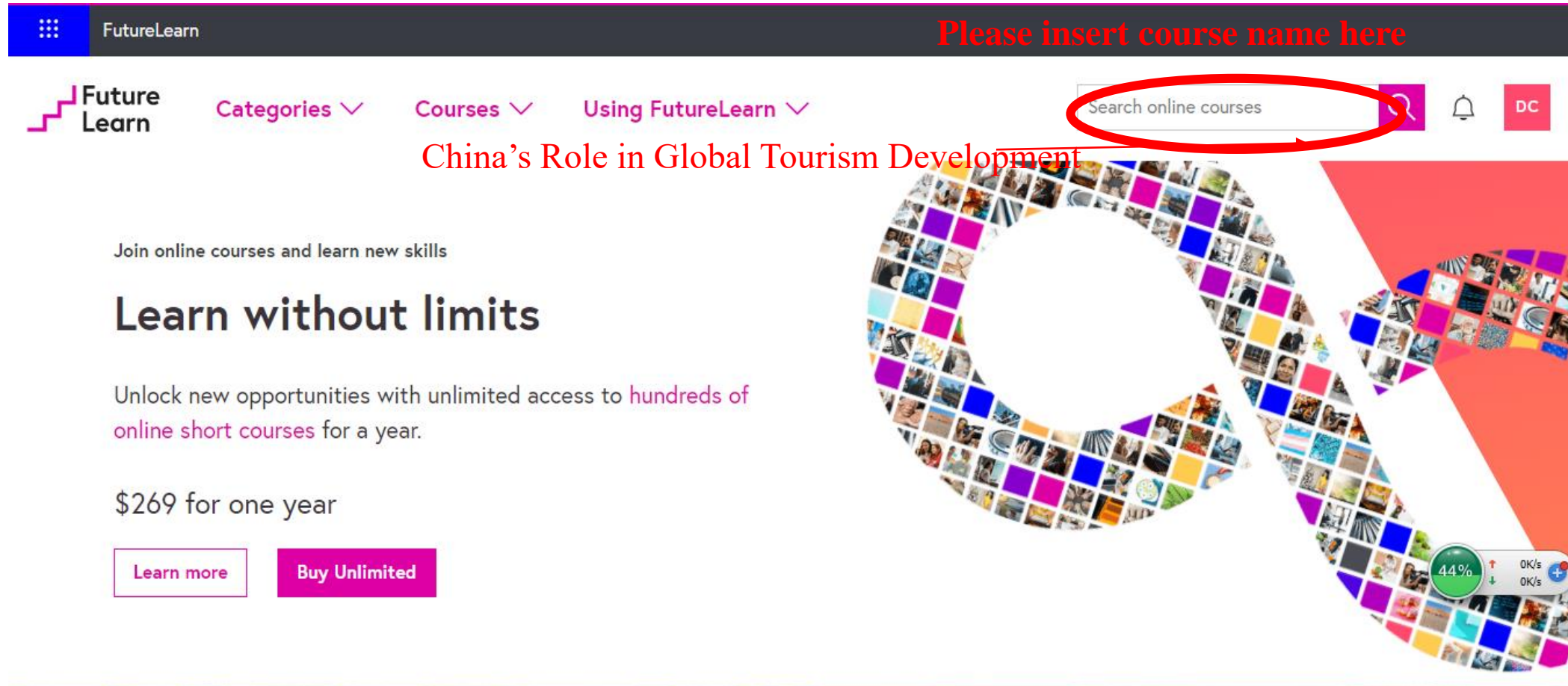
☐ Invitations to take part in research carried out by FutureLearn and our partner organisations

Register

By clicking Register I agree to FutureLearn's [Terms & Conditions](#) and [Privacy Policy](#), and I agree to abide by the [Code of Conduct](#)

2. Learning courses

(1) Find the course-**China's Role in Global Tourism Development.**



The screenshot shows the FutureLearn website interface. At the top, a dark blue header contains the FutureLearn logo and a navigation menu with links for 'Categories', 'Courses', and 'Using FutureLearn'. A red circle highlights the 'Search online courses' input field, with a red arrow pointing to it from the text 'Please insert course name here' located above the search bar. Below the search bar, the text 'China's Role in Global Tourism Development' is written in red. The main content area features a large graphic of a stylized 'e' composed of many small images, and a section titled 'Learn without limits' with a description of the platform's offerings and pricing. A red circle highlights the 'Search online courses' input field, and a red arrow points to it from the text 'Please insert course name here' located above the search bar.

FutureLearn

Please insert course name here

Search online courses

China's Role in Global Tourism Development

Join online courses and learn new skills

Learn without limits

Unlock new opportunities with unlimited access to hundreds of online short courses for a year.

\$269 for one year

Learn more Buy Unlimited

44% OK/s OK/s



Explore FutureLearn

China's Role in Global Tourism Development



1 results for "China's Role in Global Tourism Development"

All results (1) ▾

Click here

COURSE

China's Role in Global Tourism Development

Nankai University

Understand the recent history of tourism in China and explore global tourism trends including medical tourism and smart tourism.

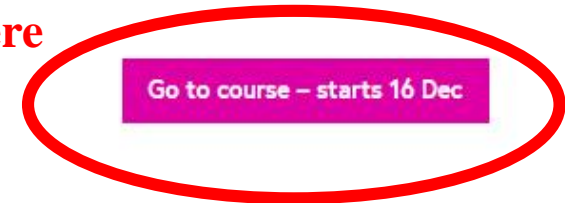
Online course in [Business & Management](#)

China's Role in Global Tourism Development

Understand the recent history of tourism in China and explore global tourism trends including medical tourism and smart tourism.



Click here





Now you can view the content.

...


FutureLearn


Edit week


 CHINA'S ROLE IN GLOBAL TOURISM DEVELOPMENT NANKAI UNIVERSITY



DC

 To do

 Activity

 Progress

▼

WEEK
1

WEEK
2

WEEK
3

WEEK
4

WEEK
5

Hi Dongzhi, here's the last step you visited:

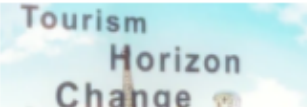
1.1

GLOBAL PERSPECTIVE VIDEO (05:03)

Continue

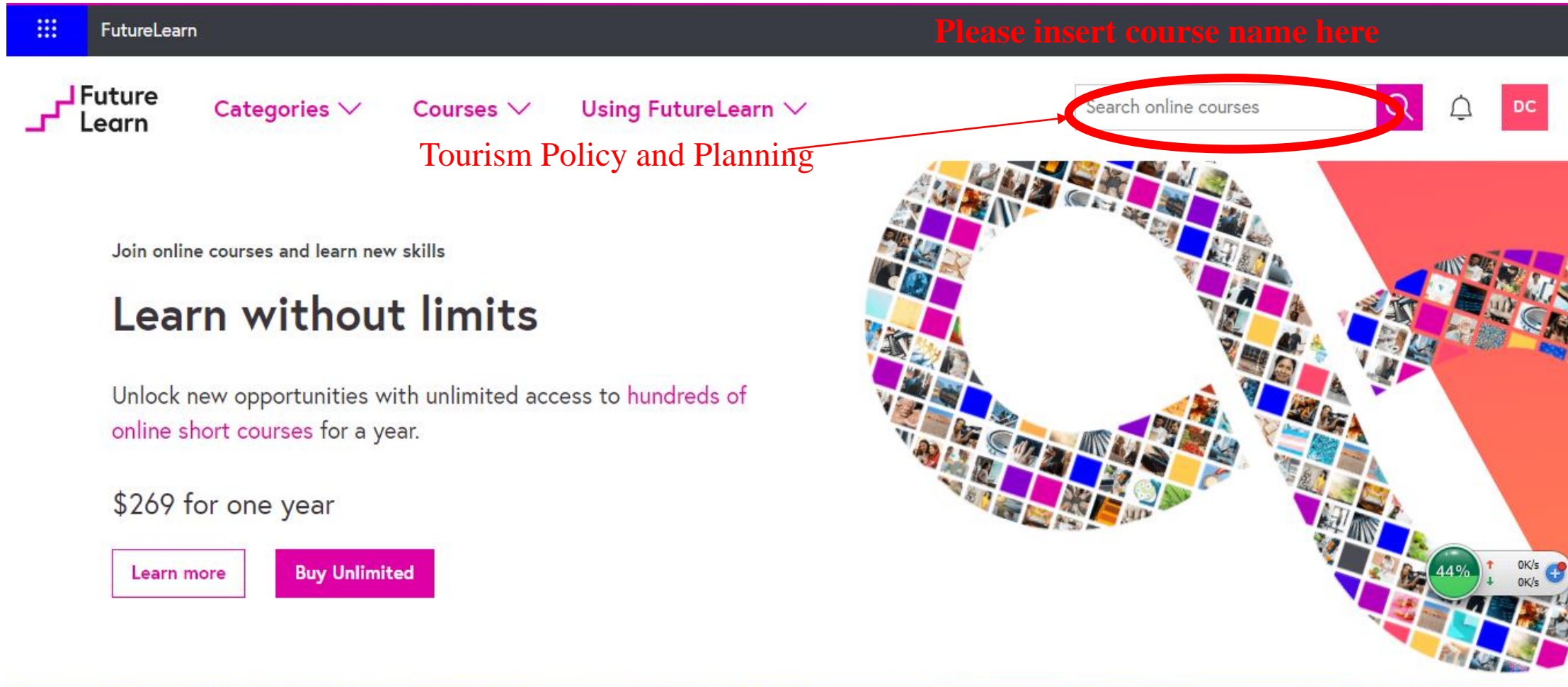
WEEK 1: TOURISM DEVELOPMENT: PAST, PRESENT, AND FUTURE

Activity one: Development of International Tourism



2. Learning courses

(2) Find the course-Tourism Policy and Planning



The image is a screenshot of the FutureLearn website homepage. At the top, there is a dark blue header with the FutureLearn logo on the left and a search bar on the right. The search bar contains the text "Search online courses" and is circled in red. A red arrow points from the text "Tourism Policy and Planning" to the search bar. Above the search bar, the text "Please insert course name here" is written in red. Below the header, there is a navigation bar with the FutureLearn logo, "Categories", "Courses", and "Using FutureLearn" with dropdown arrows. The main content area features the text "Join online courses and learn new skills", "Learn without limits", and "Unlock new opportunities with unlimited access to hundreds of online short courses for a year." Below this, the price "\$269 for one year" is displayed. There are two buttons: "Learn more" and "Buy Unlimited". On the right side, there is a large graphic of a stylized 'e' made of many small images. In the bottom right corner, there is a small circular badge showing "44%" and "OK/s".

FutureLearn

Please insert course name here

Future Learn

Categories ▾ Courses ▾ Using FutureLearn ▾

Search online courses

Tourism Policy and Planning

Join online courses and learn new skills

Learn without limits

Unlock new opportunities with unlimited access to hundreds of online short courses for a year.

\$269 for one year


Learn more Buy Unlimited

44% OK/s OK/s

Explore FutureLearn



1 results for "Tourism Policy and Planning"

All results (1) 

Click here

COURSE

Tourism Policy and Planning

Nankai University

Gain an introduction to tourism policy and planning in the global tourism industry and discover the sustainable tourism process.

Categories

Courses grouped by subjects

Short courses

Learn new skills with a flexible online course

Microcredentials and programs

Earn professional or

Online degrees

Study flexibly online as you build to a degree

Online course in [Business & Management](#)

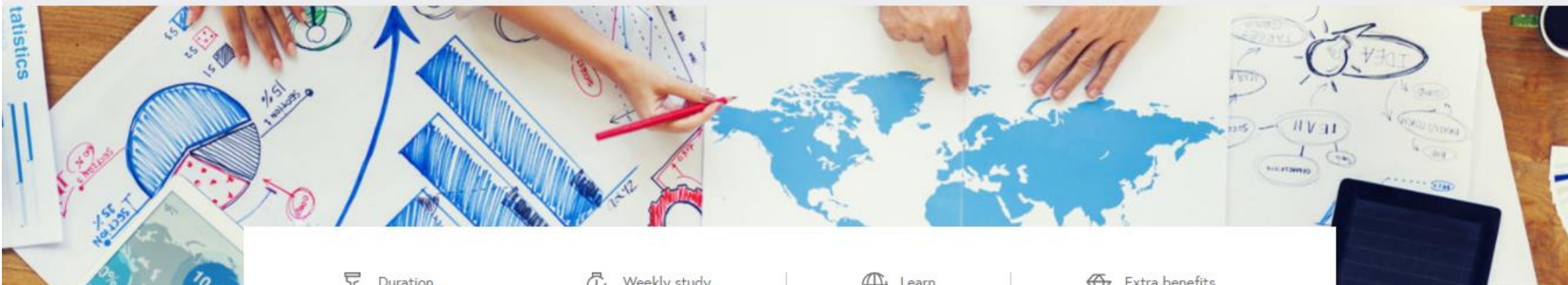
Tourism Policy and Planning

Gain an introduction to tourism policy and planning in the global tourism industry and discover the sustainable tourism process.

[Click here](#)

[Join course for free](#)


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 Duration
5 weeks


 Weekly study
4 hours


 Learn
Free


 Extra benefits
From \$74
[Find out more](#)

[Support](#)

Free

\$0

Join free and you will get:

- ✓ Access to this course for 7 weeks

Join free

Upgrade

\$74

Upgrade this course and you will get:

- ✓ Access to this course for as long as it's on FutureLearn
- ✓ A print and digital Certificate of Achievement once you're eligible

Join and upgrade

NEW

Unlimited

\$239 for one year

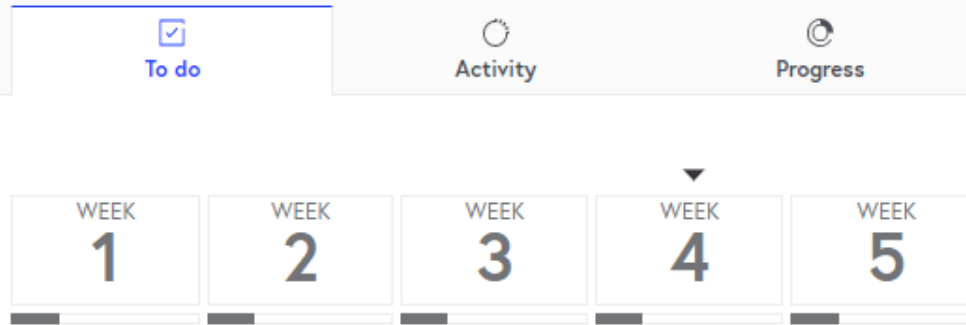
Buy Unlimited and you will get:

- ✓ Access to this course, and **hundreds of other FutureLearn short courses** and tests for a year
- ✓ A printable digital Certificate of Achievement on all short courses once you're eligible
- ✓ The freedom to keep access to any course you've achieved a digital Certificate of Achievement on, for as long as the course exists on FutureLearn
- ✓ The flexibility to complete your choice of short courses in your own time within the year

Join and buy Unlimited

Click here

Now you can view the content.



Hi Dongzhi, here's the last step you visited:

4.11 THE IMPACT OF TOURISM TO THE LOCAL
DEVELOPMENT DISCUSSION

Continue

WEEK 4: TOURISM IMPACTS AND MANAGEMENT

An Introduction to Tourism Impacts

In the first section, you will learn two crucial perspectives of understanding tourism impacts. Before we continue, let's get to know each other. We'd like to hear from you.



4.1 AN INTRODUCTION TO TOURISM IMPACTS(1)
VIDEO (13:00)

4.2 AN INTRODUCTION TO TOURISM IMPACTS(2) VIDEO (00:44)

2. Learning courses

(3) Please study the courses step by step.

Activity one: Development of International Tourism

In this section, Professor Carson L Jenkins, who is well-known in tourism policy and planning will give us an overview on the tourism development since World War II.



1.1 GLOBAL PERSPECTIVE VIDEO (05:03)

1.2 MAJOR ASPECTS VIDEO (05:44)

1.3 WHY START THE REVIEW FROM 1950? VIDEO (04:46)

1.4 DETERMINANTS OF TOURISM DEMAND VIDEO (05:01)

1.5 ASPECTS OF INTERNATIONAL TOURISM GROWTH VIDEO (08:57)

1.6 VISA-FREE DEAL CAPS CHINA-BELARUS STRATEGIC PARTNERSHIP ARTICLE

Activity two: Role of Government in Tourism Development

In the first section, professor Carson Jenkins reviewed the evolution international tourism. In this section, you will have a better idea about the role of government in tourism development.



1.7 **ROLE AND RESPONSIBILITY** VIDEO (07:54)

1.8 TWO MODELS OF GOVERNMENT INTERVENTION VIDEO (02:41)

1.9 IS TOURISM POLICY SUSTAINABLE IN YOUR RESPECTIVE COUNTRIES/REGIONS?
DISCUSSION

2. Learning courses

(4) You can discuss with your classmates in the discussion area below each video and the discussion sections.

COMMENTS

The discussion area below each video

DC


Dongzhi Chen

Add a comment... (plain text only, links will be auto-linked)

0/1200

Show: All comments


Sort by: Newest





Ran Lina


Follow 21 JAN


To learn a language well, the best way is going to the country where the language is spoken by its citizens, such as learning Chinese, you should come to China to learn authentic Chinese.


 Pin

 Like

 Reply

 Bookmark


 Flag





Naser Said Aldhawi


Follow 08 JAN


Travelling and the purpose of travelling (Tourism) is different from place to place and the destination defined the goals of purpose of travelling and the travellers what do they want from the trip (edited)

 Pin

 Like

 Reply

 Bookmark

 Flag

1.17

YOU'VE COMPLETED 0 STEPS IN WEEK 1

Discussion sections

Reflection for Week 1

6 comments

After watching the videos this week, we believe that you should have a good understanding of how tourism originated globally.

Would you like to share how the tourism industry started into your country?

You can discuss what you have learned this week with fellow learners in the comments section.

6 comments

Mark as complete



WEEK 1 QUIZ
QUIZ

END OF WEEK 1



2. Learning courses

(5) You can download slides from here (below each video)

1.2 YOU'VE COMPLETED 0 STEPS IN WEEK 1



[View transcript](#)

Download video: [standard](#) or [HD](#)

Major Aspects

[13 comments](#)

In this section, professor Carson Jenkins will continue to review the development of international tourism from a global perspective.

While watching, you may take some notes about something you find interesting about what Professor Jenkins has to say.

While watching, you may take some notes about something you find interesting about what Professor Jenkins has to say.

What did you find most interesting about this part of your study?

© Nankai University

[13 comments](#)

[Mark as complete](#)




GLOBAL PERSPECTIVE
VIDEO

WHY START THE
REVIEW FROM 1950?
VIDEO



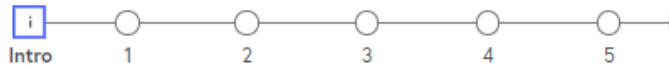
DOWNLOADS

 [SLIDES_1.2 MAJOR ASPECTS PDF](#)

3. Tests

(1) Each week has a quiz.

Week 1 quiz



How much do you know about the development of international tourism? Test your knowledge and find out more about the development of international tourism in this quiz.

QUIZ RULES

- Quizzes do not count towards your course score, they are just to help you learn
- You may take as many attempts as you wish to answer each question
- You can skip questions and come back to them later if you wish

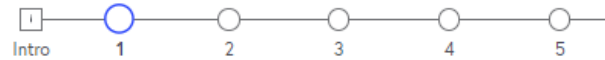
Begin quiz

Click here

LOCAL PERSPECTIVE
VIDEO

REFLECTION FOR
WEEK 1
DISCUSSION

Week 1 quiz



Question 1

International Civil Aviation Organization was established in () in Montreal, Canada.

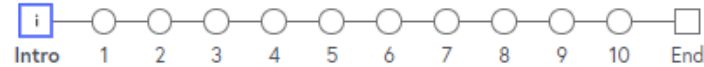
- ☐ 1950
- ☐ 1946
- ☐ 1945
- ☐ 1944

< INTRO

SKIP QUESTION >

3. Tests

(2) In the last week, there is a final test of the course.



This is the final test of the course.

TEST RULES AND GRADING

- You may take 3 attempts to answer each question
- Each question has 3 points available
- A point will be deducted for each incorrect attempt
- You can review your total score for the test at the end
- If you want to receive a Certificate of Achievement for this course, you need to score an average of 70% or above on all tests
- You cannot repeat a test to improve your score

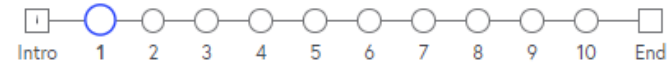
Click here You can check your average test score for this course so far on your Progress page

Begin test

< WEEK 5 QUIZ QUIZ

FINAL DISCUSSION
AND REFLECTION
DISCUSSION >

Final test



Question 1

What are the functional & technical requirements of tourism planning?

Select all the answers you think are correct.

- ☐ Creation of intended atmosphere / Sense of place
- ☐ Plans should be practical & workable
- ☐ Eliminate an incongruous element
- ☐ Consider relationships between attractions, access & facilities / services

Tries left: 3

Enjoy the courses!

Thank you very much!

Online course in **Business & Management**

China's Role in Global Tourism Development

Understand the recent history of tourism in China and explore global tourism trends including medical tourism and smart tourism.



[Go to course – started 16 Dec](#)

[Overview](#) [Topics](#) [Start dates](#) [Requirements](#) [Educators](#) [More courses](#)



Duration
5 weeks

Weekly study
4 hours

Learn
Free

Extra benefits
From \$74
[Find out more](#)

Duration
2 weeks

Weekly study
4 hours

Learn
Free

Extra benefits
From \$74
[Find out more](#)

Online course in **Business & Management**

Tourism Policy and Planning

Gain an introduction to tourism policy and planning in the global tourism industry and discover the sustainable tourism process.



[Go to course – started 6 Jan](#)

[Overview](#) [Topics](#) [Start dates](#) [Requirements](#) [Educators](#) [More courses](#)



Duration
5 weeks

Weekly study
4 hours

Learn
Free

Extra benefits
From \$74
[Find out more](#)

Duration
2 weeks

Weekly study
4 hours

Learn
Free

Extra benefits
From \$74
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