



# MTM-China Annual Report 2019-2020



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## Executive Summary

This annual report summarizes overall highlights, faculty involvement, student perspectives, and ongoing considerations regarding the Master of Tourism Management-China (MTM-China) program which, after several years of negotiations, was launched in the Spring of 2016 by the Department of Human Dimensions of Natural Resources at Colorado State University (CSU), in collaboration with the College of Urban and Environmental Science at Central China Normal University (CCNU) in Wuhan, China.

For the 2019-2020 school year, course ratings provided by students ranged from very good to excellent on a 5-point scale ( $4.43 < M < 4.84$ ). With students interacting face-to-face with CSU faculty in Fall 2019, but only online in Spring 2020 due to the COVID-19 pandemic, students rated Spring 2020 courses (4.46) slightly lower on average compared with Fall 2019 courses (4.70).

MTM-China program highlights in this report include:

- 100th MTM-China student to graduate this year
- Significant rise in MTM-China applications
- MTM-China and COVID – seamless transitions?
- Field-based learning / teaching innovations
- First online MTM-China graduation ceremony (Spring 2020)
- CCNU Makes \$6,000 COVID Mask Donation to CSU

Remaining considerations include:

- New developments
  - New Master's in Park and Protected Area Management (MPPM)
  - MTM-China Distinguished Lecturer Series (Fall 2020)
  - Tourism research cooperation – CSU and China
- Remaining issues
  - Politics, the pandemic, and on-site engagement
  - Future exchanges
  - MTM-China advisory board

Despite early challenges, CSU and CCNU faculty and staff have pursued and established effective collaboration in numerous areas to enhance MTM-China program outcomes and opportunities for students. Ongoing program adaptation based on lessons learned should contribute to these efforts moving forward.



# 2019–20 Program Highlights

## 100th MTM-China student to graduate this year

The program is expecting to graduate its 100th student by Spring 2021.

## Significant Rise in MTM-China Applications

MTM-China saw its 8th cohort of 25 students begin in Fall 2019, up from 17 students a year prior. For the upcoming Fall 2020, the program witnessed an even more significant jump in program applications, with nearly 45 applicants vying for just 30 openings. This rise in number and quality of applications, coming in from all over China, suggests the program is becoming increasingly competitive and gaining recognition nationwide in effectively training Chinese tourism professionals.



## MTM-China and COVID – Seamless Transitions

In Spring 2020, the MTM-China program adapted well to COVID-19 with a shift to entirely remote / online learning. Faculty from both CCNU and CSU communicated closely with MTM-China students in January during the earliest stages of the initial outbreak. Throughout the semester, compared to previous years, students generally spent more time in the online learning system and produced high quality work. Major elements of the transition include:

- Dr. Knight canceled his return flight to China just before Wuhan's complete city lockdown began on January 23
- MTM-China students were on lockdown for most of the Spring 2020 semester, unable to return to CCNU and accessing all coursework online
- Engagement lectures – usually provided in-person by Dr. Knight or other CSU faculty visiting Wuhan to supplement regular course content – were altered by Dr. Knight and Zhao Wen to include multiple online lectures and personalized video “greetings” each week
- In addition to providing the usual online feedback for assignments, Instructor Wen Zhao provided further engagement with students. These interactions included weekly course orientation e-mails, synchronous discussion forums for students, content

- overviews and assignments reminders, and more.
- During the semester, Dr. Knight personally connected with individual MTM-China students (approximately thirty total), all of whom expressed concern for CSU and America at large while reporting that they and their families were doing well
- CSU and CCNU faculty invited twenty-four 2019-20 graduates to participate in the first ever MTM-China online graduation ceremony (details below)

## Field-based Learning / Teaching Innovations

As in previous years, MTM-China students joined CCNU and CSU faculty in attending the annual conference in beautiful Guilin. Sponsored by the United Nations World Tourism Organization (UNWTO), the Pacific Asia Travel Association (PATA), and Guilin Tourism, students once again had the opportunity to make meaningful connections with tourism academics and professionals from around the world. MTM-China students also created and submitted videos for CSU's Spring 2020 International Symposium, highlighting MTM-China's unique learning, programmatic and networking opportunities.



Faculty at CSU presenting MTM-China student submissions at CSU's Spring 2020 International Symposium.

## First Online MTM-China Graduation (Spring 2020)

In May 2020, twenty-four graduates of the MTM-China program were joined by six CSU faculty, ten CCNU faculty, and three American MTM program alumni in an online graduation ceremony. The Zoom ceremony lasted 1.5 hours and was emceed by Dr. Knight, with Dr. Xiong interpreting for both CSU and CCNU faculty

and student presenters. Sam Martin represented CSU in offering three awards to eight students. Awards were given for Top Student (two students), for Research (one student), and for Community Leadership (five students).

### CCNU Makes \$6,000 COVID Mask Donation to CSU

As COVID-19 began to hit the U.S. in March 2020, MTM-China students joined CCNU professor, Dr. Gong Jian, in purchasing and shipping medical-grade face masks and gloves to CSU faculty and students. Total costs came to 6,142 USD for 8,400 medical masks and 3,800 gloves, sent to CSU directly from a Hubei Medical supplier. The supplies cost 4,072 USD and shipping cost 2,070 USD. Most costs were covered by 24 students, who donated a total of 5,026 USD; Dr. Gong and student, Kang Wang, paid for the discrepancy of 1,116 USD out of pocket. They didn't expect shipping cost to be so high but had no choice as they were forced to separate the shipment into 21 packages due to current medical supply shipping restrictions. Ten packages were sent to the Department of Human Dimensions of Natural Resources (HDNR) for general use; ten packages were sent to HDNR and addressed to specific HDNR faculty; and one package was sent to Dr. Knight's non-Colorado address directly. In July 2020, the President of CSU sent a letter to the President of CCNU expressing gratitude for the generosity of our Wuhan friends.

### TOP PERFORMANCE 最佳表现奖

GRADES AND LEADERSHIP 成绩与领导力的综合考量

HUANG XUEMEI 黄雪梅 and LIU YIRAN 刘怡然



### RESEARCH 最佳研究奖

TOP PAPER 发表高质量的期刊文献

WANG NIAN 王念



### COMMUNITY LEADERSHIP 最佳领导力奖

SUPPORTING CSU FACULTY AND MTM PROGRAM – COHORT 7 支持科罗拉多州立大学教员并协助旅游管理硕士项目开展 (第7班)

TANG CHENGSAO 汤程柔 and HUANG CAN 黄璨



### COMMUNITY LEADERSHIP 最佳领导力奖

SUPPORTING CSU FACULTY AND MTM PROGRAM – COHORT 6 支持科罗拉多州立大学教员并协助旅游管理硕士项目开展 (第6班)

HOU YIFEI 侯逸飞, QIN FEISHAN 秦菲杉, and NIE XIN 聂新

## CSU Faculty Visitation and Engagement

### Dates of on-site visitation for CSU faculty at CCNU

CSU faculty	FA19 Visitation	SP20 Visitation
Lina Xiong	10/21-26	All engagement provided online (no visits to Wuhan by CSU faculty) due to COVID-19
David Knight	9/1 – 12/17	
Sam Martin	9/16-20	
Jerry Vaske	-	
Alan Bright	-	

### Hours of engagement for CSU faculty with MTM students at CCNU

CSU faculty	FA19 Engagement Hours	SP20 Engagement Hours*
Lina Xiong	12	12
David Knight	135	75
Sam Martin	12	-
Jerry Vaske	-	-
Alan Bright	-	-
Wen Zhao	-	48

\* Includes time spent online in Spring and/or Summer 2020 lecturing, providing one-on-one support for student learning, providing students with Weekly Orientation e-mails and synchronous discussion forums, and/or interviewing 45 MTM-China applicants for Fall 2020 start

## Colorado State University Department of Human Dimensions of Natural Resources



**Mike Manfredo**  
Professor / Dept. Head



**Joe O'Leary**  
Professor



**Jerry Vaske**  
Professor



**Stu Cottrell**  
Professor



**Alan Bright**  
Professor



**Sam Martin**  
Faculty



**Lina Xiong**  
Assistant Professor  
MTM-China, Director of Academics



**David Knight**  
Assistant Professor  
MTM-China, Director of Engagement



**Wen Zhao**  
MTM-China, Instructor

## Central China Normal University Department of Urban and Environmental Planning



**Hu Jing 胡静院长**  
Professor / Dean



**Xie Shuangyu 谢双玉**  
Professor



**Wu Yijin 吴宜进**  
Professor



**Feng Juan 冯娟**  
Associate Professor



**Wang Xiaofang 王晓芳**  
Associate Professor



**Cheng Shaowen 程绍文**  
Associate Professor



**Gong Jian 龚箭**  
Associate Professor



**Li Yajuan 李亚娟**  
Associate Professor



**Li Yan 李艳**  
Lecturer



**Wang Rongrong 王嵘蓉**  
Staff



**Xie Hongjing 谢鸿璟**  
Staff



# Summary of MTM-China Student Evaluations

Fall 2019 overall course and faculty ratings (“1” = Poor, and “5” = Excellent):

Title	Course	CSU Engagement / Instruction			CCNU Engagement
		Long-term faculty	Short-term faculty	Online instruction <sup>1</sup>	
NRRT 600 Tourism Industry Concepts and Practices	4.49	4.92	-	4.51	4.67
NRRT 620 Organizational Management	4.71	4.87	-	4.60	4.55
NRRT 650 Financial Management	4.74	4.84	4.81	4.61	4.78
NRRT 655 Tourism Marketing	4.84	4.85	4.85	4.67	4.79
NRRT 679A Current Topics in Nature-Based Tourism	4.73	4.87	-	4.72	4.86
Avg. Overall	4.70	4.87	4.83	4.62	4.73

1. Online instruction is a combined evaluation of course instructor and online instructor.

Spring 2020 overall course and faculty ratings (“1” = Poor, and “5” = Excellent):

Title	Course	CSU Engagement / Instruction			CCNU Engagement
		Long-term faculty	Short-term faculty	Online instruction <sup>1</sup>	
NRRT 601 Quantitative Analysis I	4.43	4.57	-	4.77	4.57
NRRT 602 Quantitative Analysis II	4.43	4.60	-	4.86	4.57
NRRT 610 Natural Resource Management and Tourism	4.50	4.63	-	4.75	4.63
NRRT 615 Sustainable Tourism Development	4.50	4.50	-	4.78	4.75
NRRT 679B	4.00	5.00	N/A	4.85	5.00
Current Topics in Nature-based Tourism	4.43	4.57	-	4.83	4.86
Avg. Overall	4.46	4.57	-	4.80	4.68

1. Online instruction is a combined evaluation of course instructor and online instructor.

## New Developments

### New Master’s in Park and Protected Area Management (MPPM)

CSU is expanding the existing partnership with CCNU to offer Chinese students a new graduate degree. MTM-China faculty and Center for Protected Area Management (CPAM) representatives at CSU are working closely with CCNU faculty to finish design and approval of the new Master’s in Park and Protected Area Management (MPPM) program. The program will generally follow the MTM-China model, with instructors from CSU enhancing online content via short-term visits and on-site lectures in Wuhan.

### MTM-China Distinguished Lecturer Series (Fall 2020)

Several distinguished lecturers (academics and professionals) will be addressing our MTM-China students for one hour via Zoom during the upcoming Fall 2020 semester. Other students from across our graduate programs in tourism (e.g., online, on campus in Fort Collins, etc.) will be able to join, as well. Among those being asked to present to students are the following:

1. Liz Birdsall – specialist in Colorado tourism marketing to Asia markets; Colorado Tourism Office
2. Dr. Joseph Cheer – internationally-renowned researcher on tourism sustainability and destination resilience; Australia
3. Mark Gerzon – Harvard alumnus; previous

facilitator and conflict negotiator for United Nations and U.S. Congress

*Journal Impact Factor 2019: 2.278; Journal Ranking (SJR): 13/107 for Hospitality, Leisure, Sport, and Tourism category (2019)*

### **Tourism Research Cooperation – CSU and China**

Over the past year, ongoing collaboration between CSU and CCNU faculty has led to the publication (or near-publication) of several research articles in some of the world's top tourism journals. The research has covered topics such as COVID-19 in Wuhan, Chinese ethnic tourism, and sustainability in China's new national parks. A list of these articles is provided below.

1. Gong, J., Shapovalova, A., Wei, L., & Knight, D. W. (under revision). Support for tourism in China's new national parks. *Current Issues in Tourism*.  
*Journal Impact Factor 2020: 4.690; Journal Ranking (SJR): 12/123 for Tourism, Leisure, and Hospitality Management category (2020)*
2. Knight, D. W., Xiong, L., & Gong, J. (in press). Impact of COVID-19: Research note on tourism and hospitality sectors in the first epicenter of Hubei, China. *Int. Journal of Contemporary Hospitality Management*.  
*Journal Impact Factor: 5.667; Journal Ranking (SJR): 5/123 for Tourism, Leisure, and Hospitality Management category (2020)*
3. Feng, J., Xie, S., Knight, D. W., Teng, S., & Liu, C. (in press). Tourism-induced landscape change along China's rural-urban fringe: A case study of Zhangjiazha. *Asia Pacific Journal of Tourism Research*.  
*Journal Impact Factor: 2.017; Journal Ranking (SJR): 32/123 for Tourism, Leisure, and Hospitality Management category (2020)*
4. Li, Y., Knight, D. W., Luo, W., & Hu, J. (in press). Elite circulation in Chinese ethnic tourism. *Annals of Tourism Research*.  
*Journal Impact Factor: 5.908; Journal Ranking (SJR): 3/123 for Tourism, Leisure, and Hospitality Management category (2020)*
5. Knight, D. W., Nian, W., & Chen, E. (2020). Launching an online graduate degree for tourism management in China: Lessons in Chinese-foreign cooperation. *Journal of Teaching in Travel & Tourism*. DOI: <https://doi.org/10.1080/15313220.2019.1707148>  
*Journal Impact Factor 2019: 0.580; Journal Ranking (SJR): 68/107 for Hospitality, Leisure, Sport, and Tourism category (2019)*
6. Gong, J., Detchkhajornjaroensri, P., Knight, D. W. (2019). Responsible tourism in Bangkok, Thailand: Resident perceptions of Chinese tourist behaviour. *International Journal of Tourism Research*, 21, 221-233.

## **Outlook**

### **Politics, the Pandemic, and On-site Engagement**

Obvious concerns remain regarding the ability of CSU faculty to offer on-site engagement to MTM-China students in Wuhan. These concerns are tied to both the global pandemic and to ongoing socio-political tensions. Since China is not currently processing visa applications for Americans or other countries, neither Dr. Knight nor other CSU faculty are likely to provide on-site lectures in Fall 2020. While online lectures seem to be meeting immediate needs, uncertainties persist regarding long-term effects of online-only engagement on the student experience. On-site lectures will resume in Spring 2021 pending successful structural shifts in addressing the global pandemic and political constraints. Issues requiring ongoing consideration include:

- Visas for visiting faculty and students (American or Chinese)
- Flight costs / frequency
- Program planning (e.g., camaraderie and coffee)
- MTM-China student experience in Ft. Collins (graduation, summer exchanges)
- Updating curriculum to highlight new tourism innovations / challenges
- Hands-on learning options (field trips, conferences, in-class interaction)

### **Future Exchanges**

Interests in growing MTM-China student ties to the CSU campus and to Colorado / American culture remain strong. As a result, both CSU and CCNU are still in conversations about how MTM-China may be further extended to offer Chinese students a Summer Course in natural resource tourism on the CSU Campus (one or two weeks long), following the spring semester graduation ceremony each school year. All parties are still exploring the feasibility of such a course, with a proposed start date following the May 2021 graduation.

### **MTM-China Advisory Board**

A significant need remains to develop an advisory board comprised of tourism industry leaders and government representatives in China to provide oversight into MTM-China curriculum development and program goals.

