Application of a Simulation Exercise in Hospitality and Tourism Curriculum: A Case Study at Taylor’s College, School of Hospitality and Tourism (TCHT)

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The Management Game is a simulation exercise designed to allow the Higher Diploma students at Taylor’s College, School of Hospitality and Tourism (TCHT) the opportunity to put into practice the knowledge learned throughout the first 4 terms of their 6 terms study (2 years). This simulation exercise is based on the challenge of developing and marketing a chosen tourist’s site. The objectives of Management Game are to assess students on various areas and skills namely team building, management, language and communication, all within the context of hospitality and tourism studies. In addition, the Management Game trains students in research and fact finding, embarking on feasibility studies, analyzing and synthesizing, effective communication and presentations as well as acquiring the art and discipline of project management. This paper will discuss the scope of Management Game and the essence of conducting such simulation exercise in an academic institution, namely Taylor’s College, School of Hospitality and Tourism (TCHT). The paper will also highlight the outcome of running simulation exercises by lecturers involved as well as head of departments and feedback obtained from formal conversation with students of Management Game.

Key words: simulation, management challenge, management oriented subjects, learning outcome

Introduction

Tourism industry is an important economic driver for Malaysia. The industry has grown to be a major revenue generator and employment provider over the years. A significant rise can be viewed in the tourist arrivals and tourism receipts as shown in Table 1.

<table>
<thead>
<tr>
<th>Year</th>
<th>Arrivals</th>
<th>Receipts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>10.22 million</td>
<td>17,335.4 million</td>
</tr>
<tr>
<td>2001</td>
<td>12.78 million</td>
<td>24,221.5 million</td>
</tr>
<tr>
<td>2002</td>
<td>13.29 million</td>
<td>25,781.1 million</td>
</tr>
<tr>
<td>2003</td>
<td>10.58 million</td>
<td>21,291.1 million</td>
</tr>
<tr>
<td>2004</td>
<td>15.70 million</td>
<td>29,651.4 million</td>
</tr>
</tbody>
</table>

Source: Tourism Malaysia, 2005

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