

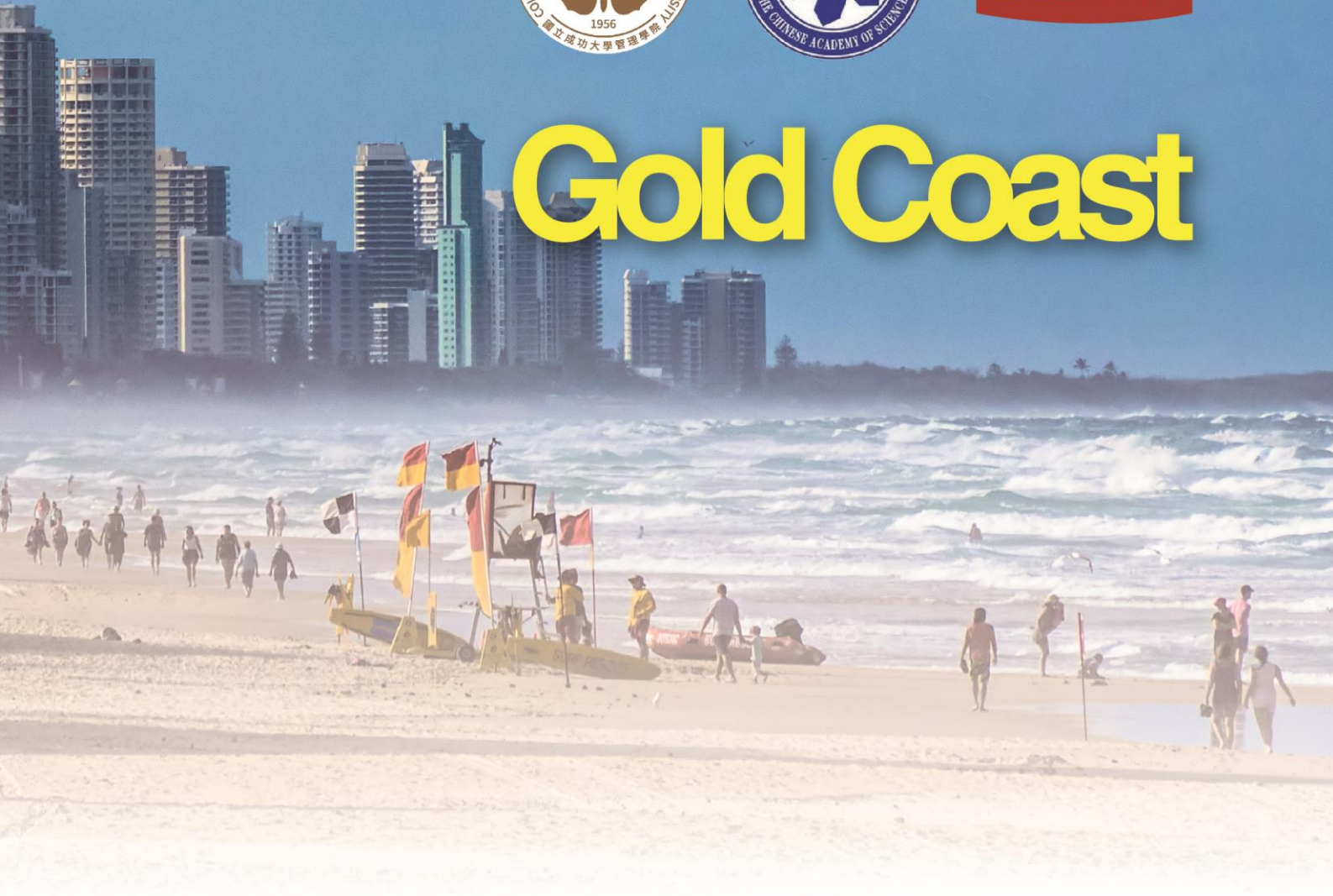
4th

Global Immersion Course

Portfolio 2016



Gold Coast



Words of Dean, Cheng-Chang LIN (College of Management, NCKU)

The *Global Immersion Course (GIC)* is an innovation in management education. It enrolls students from different managerial fields, cultural backgrounds and nations to collectively cultivate their creativities for emerging issues in corporate management. The GIC integrates managerial theories and project practices to guide students in situational analysis, and leads students to creatively propose managerial solutions for the corporations. This course is concluded with directly feedbacks from the corporate high-level managerial team.

The College of Management of National Cheng Kung University (NCKU) in Taiwan was partnered with the College of Management, University of Chinese Academy of Science (UCAS) in China for the 1st GIC held in February of 2014 and 2nd GIC was held in July of 2014. The 3rd GIC was held in October of 2015, the time we welcome a new partner, Griffith University in Australia. It becomes an international course and is taught in English, a complete face-lifted to the program. This past July we held the 4th GIC at Gold Coast Campus of Griffith University in Australia.

We observed students with different cultural backgrounds, nations and working experiences interacting with each other as a team. They presented their creative business and marketing ideas to a group of industry and academic professionals. The course offered on site visits, and students to gather and analyze information from a range of tourism businesses across the Gold Coast. Students were also listened to the presentations and interacted with and learned from industrial and academic experts.

We highly appreciate to Professor Michael Berry of Griffith University for leading, organizing and hosting this event at Griffith University with a great success. And many thanks to our partners, Associate Dean of UCAS, Ms. Hong Zhao and Professor Xu Jian for raising the funding for and led UCAS students to join with us and provided new insights to this course. Moreover, I would like to give my sincere gratitude to the coordinator of this course, Mr. Hsuan-Chu Lin, the Director of International Affair of our College, NCKU, and the administration staff. With all of your great efforts to make this course perfection.

Prof. Cheng-Chang LIN
Dean
College of Management
National Cheng Kung University



Words of Professor BERRY (Griffith Business School, Griffith University)

In 2016 I would again like to thank the National Cheng Kung University for collaborating on the development and implementation of the Global Immersion Program. This program was successfully held on the Gold Coast campus of Griffith University in conjunction with a third university, the University of Chinese Academy of Science (UCAS). About 30 business students from across the three universities were involved from a range of business majors.

This three way partnership was successful in 2015 (Beijing), and again in 2016 (Gold Coast, Australia) (and we look forward to further cooperative activities in Taiwan 2017). The focus of the program in 2016 was the design, or redevelopment, of a 'tourism enterprise' focusing on attracting tourists from Asia (particularly from Taiwan and China). During the program the students worked in three way intercultural, collaborative teams to develop their ideas while visiting a range of existing tourism enterprises on the Gold Coast and interacting with a number of leading industry mentors in the field of Australian-Asian tourism development.

At the conclusion of the program the students reflected upon their learnings and presented their emerging (start-up) business ideas to a panel of leading tourism experts for feedback and evaluation. The panel indicated how impressed they were with the quality and depth of the student's emerging business plans and provided in depth industry standard reflection on the students thinking.

Through the program the students had the opportunity to: work in teams to develop and refine a tourism business idea, to network and make new partnerships and friends, develop and refine their understanding of intercultural communication and business.

This was a really impressive partnership program based on a growing professional trust, understanding and collaboration between three universities and represents the very best that business school partnerships can achieve. Student reflection also demonstrated how practical and useful they found the program in helping to develop and refine their international business knowledge and ideas.

**Prof. Michael Berry
Asia Business Challenge Organizer & Coordinator
Griffith Business School
Griffith University**

Words of Director, Hsuan-Chu LIN (College of Management, NCKU)

I feel really honored to be with students to participate in the 4th “Global Immersion Course” in Australia Griffith University this year.

First of all, I would like to give my sincere thanks to Griffith University for primarily organizing this year’s courses and visiting activities. Thanks to Professor Michael Berry and teaching assistants, we really enjoy the considerate arrangement of all courses and tourism visiting for this year topic. In addition, I appreciate Professor Hong Zhao, Professor Wei Wang and Professor Jian Xu for giving this program continuous support and leading the students to join together.

In the 4th GIC, each student team proposed their creative ideas about tourism market plan for Gold Coast, and the judges provided practical standard feedback on the viability of the student’s ideas and suggested further ways that they could refine and develop their ideas. We were really impressed by the level of professionalism, knowledge and presentation skills that the students were able to generate in just five days.

In this year’s high-quality courses, I am also moved by all of the students because of their enthusiasm, innovation, attitude, and logic to solve problems. They make the most of what they have learned to find ways out. I am firmly convinced that all the students will play significant roles for our societies and doing great in their career for the future.

It is one of my best and unforgettable memories in GIC and teaching life, and I look forward to attending the next GIC program in 2017.

Prof. Hsuan-Chu LIN
Director of International Academic Exchange Center
College of Management
National Cheng Kung University



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1. Introduction to the Global Immersion Course of 2016

In this year's Global Immersion Course (GIC), Professor Hsuan-Chu LIN led three NCKU students to Gold Coast, Australia to participate in the 2016 Global Immersion Course, in which students from the University of Chinese Academy of Sciences (led by Professor Jian XU), the Griffith University (led by Professor Michael Berry), and the National Cheng Kung University gathered together to take practical courses about prevailing topics in management.

In the GIC of 2016, the topic concentrated on identify and develop a business proposal for either a new niche tourism enterprise, or the modification of an existing tourism venture, to better cater for the growing interests of tourists from Asia, particularly arising from the Commonwealth Games in 2018.

Students presented their creative business and marketing ideas to a group of industry and academic professionals (potential investors). This course involved student teams visiting, gathering and analyzing information from a range of tourism businesses across the Gold Coast, as well as listening to presentations from industry and academic experts to develop their final business proposals.



Day 1- July 18, 2016

In the first day morning, the students started from knowing each other and were asked to undertake a “speed dating” process to identify potential team mates and determine how their strengths could be used to successfully form a cohesive team.

Following the selection of their teams students were asked to break-up into small groups to visit local tourism destinations across the coast. Local students acted as guides and language support as well as assisting with transport (all international students were provided with a prepaid Go-Card for the tram, buses and trains.) This activity provided an opportunity for students to gather information about a range of various destinations across the Gold Coast, commence team building and exercise initiative while pursuing their preferred tourism destination.

In the evening dinner, the group dinner allowed students to discuss their tourism experiences with delicious meal. It also helped local and foreign students to understand the value and place of food in the Asian and Australian business culture.



Day 2- July 19, 2016

Students shared their presentations with workshop topic “What do international tourist from Asia want in a tourism experience?”, and then discussed the knowledge gathered from their local tourism visits the day before.



In the afternoon, Mr. Don Jolly, Branch Manager of the Southern Queensland Branch of the Australian Tourism Export Council (ATEC) talked about the growing international market from Asia and its characteristics including how these have changed and developed over time and how this differs from (and potentially compliments) the domestic tourism market. Students asked many questions and started to propose various options and ideas for feedback.



Day 3- July 20, 2016

In the third day morning for academic presentation, Dr. Sarah Gardiner – Senior Lecturer, Department of Tourism, Sport and Hotel Management, Griffith University talked about the research that she and others from the department of tourism are doing on international Asian tourism on the Gold Coast and the data and conclusions developed. She provided data, current reports, trends and future directions in tourism on the Gold Coast. She included information about the role that local tourism bodies and private industry play in supporting and fostering tourism growth on Gold Coast.



In the afternoon, the students focused on discussing and refining their business ideas. Working in a multi-lingual setting, the students had to often take additional time to seek clarification and meet the consensus when sharing ideas and refining their thinking. Also, it was great opportunity for students to have cross-cultural communication and multinational team cooperation.

Day 4- July 21, 2016

After students team work for discussing and researching their final presentation in the morning, students had the opportunity to undertake a canal cruise of the Gold Coast with Wyndham waterway cruises, which included seafood buffet lunch on boat. This provided a different perspective and greater insight into how tourism services operate on the Gold Coast and in particular how this was managed and organized as a business enterprise in Australia.



Following a brief walking tour of Surfers Paradise and a visit to the beautiful beach, students visited the Q1 building as an opportunity to view the Gold Coast from another perspective and contrast this with Taipei and Beijing. This helped students to get the big picture of Gold Coast tourism industry, and they also discussed and refined ideas at the top of the building.



Day 5- July 22, 2016

In the final day of GIC, the students finalized their presentations in the morning and then presented these to our program instructors (Prof Jian Xu, Prof Hsuan-Chu Lin and Prof Michael Berry) who provided detailed feedbacks. This helped students with a second opportunity to further refine their presentations and sharpen their business proposals.

At the formal presentations, each judge provided industry standard feedback on the viability of the student's ideas and suggested further ways that they could develop their ideas. They were really impressed by the professional knowledge, communication and presentation skills of the students were able to generate in just few days. After, the judges and instructors provided some feedbacks for closing address, and the students were presented with participation certificates and award.

With the rewarding learning outcomes, we believe this course will tighten the partnership within three universities, and making GIC become a promising and lasting collaboration.



2. Overview of the Global Immersion Course 2016


Date	Time	Schedule and Activities	Location
Sunday, 17 July		Arrival Brisbane International or Gold Coast airport	Meriton Serviced Apartments 6 Aqua Street South Port, 4215 Gold Coast, Australia
Monday, 18 July	9.00 -10.30	<ul style="list-style-type: none"> ➤ Name tags, morning refreshments ➤ Brief Official Opening Ceremony Team introductions & initial team formation Team development activities ➤ Establishing the Challenge/Task 	Gold Coast Griffith University G42 Seminar Room
	11.00	Early lunch	
	11:00-19:00	<ul style="list-style-type: none"> ➤ Student pairs and groups Visit to various tourist centers around the Gold Coast ➤ Experiential learning and observation gathering background data 	An opportunity to visit several iconic tourism destinations on the Gold Coast.
	19:30	Welcome Dinner	Restaurant
Tuesday, 19 July	9:30	<ul style="list-style-type: none"> ➤ Unpacking and sharing of information on yesterday's tourism visits – drawing together our initial collective knowledge ➤ Workshop: What do international tourists from Asia want in a tourism experience? 	Gold Coast Griffith University G42 Seminar Room
	13:00-14:00	Lunch /meeting	
	14:00-17:00	<ul style="list-style-type: none"> ➤ Working in Teams – Pre-reading the Tourism Export Kit – Team discussion of initial ideas ➤ Exploring tourism opportunities – Understanding the Gold Coast tourism industry – “8 secret for establishing a successful tourism enterprise on the Gold Coast”. 	Gold Coast Griffith University G42 Seminar Room Tourism Industry Expert: Don Jolly
Wednesday, 20 July	9:30-10:30	<ul style="list-style-type: none"> ➤ Overview Presentation from Griffith Academic –‘Tourism the last decade and the next decade – the future of Tourism on the Gold Coast’ 	Griffith University Campus Tourism Industry Expert: Dr. Sarah Gardiner (Senior Lecturer)
	10:30-11:00	Morning tea/Lunch	
	12:00-20:00	<ul style="list-style-type: none"> ➤ Working in Teams – Opportunity for teams of students to research and prepare their presentation materials 	Gold Coast Griffith University Campus
Thursday, 21 July	9:30	<ul style="list-style-type: none"> ➤ Working in Teams– Opportunity for teams of students to research and prepare their presentation materials 	Gold Coast Griffith University Campus
	12:00-15:00	<ul style="list-style-type: none"> ➤ Lunch time Canal Cruise ➤ Walking tour of the Gold Coast ➤ Visit to Q1 observation deck 	Wyndham Cruises Visit Q1 building – Central Gold Coast, near Clifford & surfers Paradise Blvd





		<ul style="list-style-type: none">➤ Working in Teams– Opportunity for teams of students to research and prepare their presentation materials	
Friday, 22 July	9:00-13:30	<ul style="list-style-type: none">➤ Working in Teams – Opportunity for teams of students to research and prepare their presentation materials.➤ Rehearsals Presentations and feedback	Gold Coast Griffith University G42 Seminar Room
	13:30-14:00	Lunch - reflection & planning	
	14:00-17:00	<ul style="list-style-type: none">➤ Presentations to Australian Tourism Export Council and panel (Griffith/international lecturers)/ Closing Ceremony	Gold Coast Griffith University G42 Seminar Room
	18:30	Deans/PVCs Dinner	Restaurant

3. Student Portfolio

Group member: Yi Hsuan Lin (NCKU), Yi Cheng Wu (NCKU), Tamara Kerswell (Griffith) and Alexander Bourne (Griffith).







Gold team
林宜萱 Yi Hsuan Lin
吳宜錚 Yi Cheng Wu


LocalDiscov

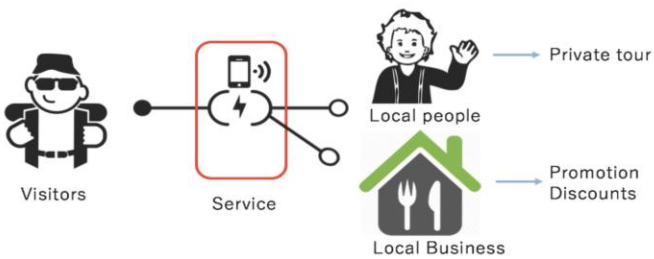
Bringing local knowledge, to tourists


User: independent tourists
Customer: local businesses

What we do

- Overcome language barrier
 - English/Mandarin options
- Connect independent travelers with locals
- Help tourists discover more place
- GEO location mapping helping users get around
- Real-time discounts direct to locals
- Extends businesses market exposure
- Sustains businesses customer flow
- Provide job opportunity







Competitor	LocalDiscov	Blogs	Trip adviser	Gold Coast Traveller
Language	Mandarin/English	Mandarin	Multi	English
Convenient	Portable /Easily accessible	Easily accessible	Portable /Easily accessible	Portable /Easily accessible
Interactive	Y	N	Y	N
Real-time	Y	N	N	N

Issues of concern

<p>Strengths</p> <ol style="list-style-type: none"> Interactive real-time experience Benefit to both local business and users Portable with convenient access Utilizes local knowledge 	<p>Weaknesses</p> <ol style="list-style-type: none"> AR technology apps generally require significant device power
<p>Opportunities</p> <ol style="list-style-type: none"> AR technology relatively unexplored with Australian applications Option for expansion to greater SE-QLD region Indirect advertisement – AR through characters 	<p>Threats</p> <ol style="list-style-type: none"> China apps markets are relatively saturated with AR apps. Many travel applications available for people travelling in Australia

Contributing factors

- Bilingual**
 - Providing the mandarin users an application to explore Gold coast while still catering to English speakers
- Convenient**
 - The application can be use by portable tools (mobile phones, tablets, etc)
- Interactive**
 - The users are be able to interact with the locals and our mascot
- Real-time**
 - Augmented reality provide the user the real image of their destination

Group member: I-Ping Chung (NCKU), Quanrui Wang (UCAS), Candice Noring (Griffith) and Rochelle Hardi (Griffith).

I-Ping Chung

Candice Noring
Rochelle Hardi

Quanrui Wang

Chinese visitors rate Australia number one for food and wine

Chinese tourism in Australia will grow from \$6.7 to \$15 billion by 2020

Target Customer – Chinese Travellers

- ✓ Free Independent Travellers
- ✓ 25~35 yrs Young Travellers
- ✓ Newly Married Couples
- ✓ Non-English Speakers

Lumi-Crystal Service

- ✓ Experience Tours
- ✓ Wine Tours in Mount Tamborine (10-20 people)
- ✓ Transport (bus from airport or Surfers Paradise)
- ✓ Accommodation over night
- ✓ Mandarin speaking guide
- ✓ Collaborate with local businesses in the area to have discounts for glow worms, hot air balloon and skywalk

Products - A Sample

1st Day*

- ✓ Vineyard Experience
- ✓ Tamborine Rainforest Skywalk
- ✓ Glow worms

2nd Day*

- ✓ Hot Air Balloon
- ✓ Free Time Shopping

○ 1 Night
— Coach
+ Chinese Tour Guide

Marketing Promotion

Partnership

- Travel Agency
- Travel Shows
- Wedding Expo
- Wine Expo
- Wine Club
- Local Hote
- Real Estate

PR

- Sister/Brother City
- Travel Coupon
- Icon of City

Media

- Baidu Searching
- WeChat
- Micro Blog

Champaign

- VR Experience
- Sponsor for Best Writer
- Most Beauty Bride

Business Model

Profit Distribution →

Tours Provider

- Wine yard
- Rainforest
- Glow worm night
- Hot balloon
- Skywalk
- Wedding Photograph

← Fee/Purchase

Visitors

- Group Tourists
- Individual Tourists

↑ Value Added

4. Students' Reflection

Master of Institute of Information Management 107 / Yi Cheng Wu

I would like to thank all the professors and administrators who participated in this program. This course not only allowed us to learn the possibilities of knowledge and development of many tourism industries, but also the experience of interaction with multinational students. Recognizing each other's language and cultural differences, and in this difference will be things look deeper and wider and more different angles, which is the course to learn the most.

AMBA108 / Yi Hsuan Lin

I was lucky to be able to represent College of Management NCKU to join GIC for this year. Before going to Australia, I learned various and different fields in the shortest time, and learned a little about the Gold Coast.

Through this experience, I was able to learn more about Australian customs, personalities of some Australians and the ways and characteristics of doing things in the mainland. I also learned how to work with people from different cultural backgrounds which really helped me to benefit a lot.

AMBA108 / I-Ping Chung

Although there were only few days for GIC, and the course time is very intensive, but we applied the key points and learning in the report. Looking to the results, I discovered myself in a short period of time and enhanced the ability of solving problems when I facing the same issue.

What's more, my reaction to problems is also more quick and logical. If there is any chance, I would like to participate in this courses again.



GIC 2016
澳洲
Global Immersion Course

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