

## Tamkang University Academic Year 102, 1st Semester Course Syllabus

Course Title	TRAVEL AGENCY PRACTICE AND MANAGEMENT	Instructor	CHIA CHUN WANG
Course Class	TPVXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT, 2A	Details	<ul style="list-style-type: none"> <li>◆ Required</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul>
D e p a r t m e n t a l   t e a c h i n g   o b j e c t i v e s			
To develop talented managers with international competitive advantage in the tourism industry.			
D e p a r t m e n t a l   c o r e   c o m p e t e n c e s			
<ul style="list-style-type: none"> <li>A. Ability to analyze and solve problems.</li> <li>B. Ability to communicate in English.</li> <li>C. Proper service and work attitude.</li> <li>D. Tourism management knowledge.</li> <li>E. Tourism management skills.</li> </ul>			
Course Introduction	<p>This course introduces the basic concepts of travel agency and its regulations. Furthermore, marketing strategies and financial management are discussed as well. The students are required to design completed domestic and international tour packages.</p>		

## The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I. Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,  
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,  
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,  
A4-Organizing, A5-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	Understanding the types and structures of travel agency	C1	ABCDE
2	Memorizing the regulations and contracts related with travel agency	C1	ABCDE
3	Managing and solving the problems occurred in the travel agency business	C3	ABCDE

### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Understanding the types and structures of travel agency	Lecture	Written test, Participation
2	Memorizing the regulations and contracts related with travel agency	Lecture, Discussion, Problem solving	Written test, Participation
3	Managing and solving the problems occurred in the travel agency business	Discussion, Simulation, Problem solving	Report, Participation

This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◆ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◆ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◆ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◆ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◆ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◆ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◆ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◆ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

#### Course Schedule

Week	Date	Subject/Topics	Note
1	102/09/16~ 102/09/22	Course Introduction / 課程介紹	9/19中秋節
2	102/09/23~ 102/09/29	Introduction of Travel Agency / 旅行業介紹	
3	102/09/30~ 102/10/06	The Services of Travel Agency / 旅行業特性及服務方式	
4	102/10/07~ 102/10/13	Regulations / 旅行社相關法規	10/10雙十節
5	102/10/14~ 102/10/20	Tour Contract / 旅遊定型化契約	
6	102/10/21~ 102/10/27	Risk Management and Insurance / 風險管理及保險	
7	102/10/28~ 102/11/03	Tourism Marketing / 觀光政策與行銷	
8	102/11/04~ 102/11/10	Customer Relation Management / 顧客關係管理	
9	102/11/11~ 102/11/17	Review / 總複習	
10	102/11/18~ 102/11/24	Midterm Exam Week	
11	102/11/25~ 102/12/01	Tour Planning / 遊程設計	11/29企業參訪
12	102/12/02~ 102/12/08	Financial Management / 旅行業財務管理	

13	102/12/09~ 102/12/15	Tax Analysis / 旅行業稅務分析	
14	102/12/16~ 102/12/22	Project Preparation	12/17&12/19停課
15	102/12/23~ 102/12/29	The Responsibilities of Managers / 旅行業經理人之責任 與角色	12/24停課
16	102/12/30~ 103/01/05	Presentation / 報告	
17	103/01/06~ 103/01/12	Presentation / 報告	
18	103/01/13~ 103/01/19	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbook(s)	旅行業經營管理，謝永茂、楊明清編著，華格納出版。		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 15.0 %   ◆ Mark of Usual : 10.0 %   ◆ Midterm Exam : 20.0 % ◆ Final Exam : 25.0 % ◆ Other (Presentation / 報告) : 30.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		