

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

Course Title	GEOGRAPHIC INFORMATION SYSTEM	Instructor	CHI, SHAN JU
Course Class	TPVXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT, 2A	Details	<ul style="list-style-type: none"> <li>◆ Selective</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 aims at introducing the application of GIS in tourism and letting students get familiar with using ArcGIS software to produce maps for tourism purposes. Students will be assessed by attendance, presentations, lab work, and a final project. Additionally, this course will update other technology applications in tourism. A guest speaker will be invited, too, to share his experiences.</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	a. to introduce GIS and its application in Tourism	C2	DE
2	b. to learn how to use ArcGIS software to produce themed maps	C6	ADE
3	c. to get updated knowledge of technology application in tourism	C3	ABCDE

### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	a. to introduce GIS and its application in Tourism	Lecture, Appreciation	Participation
2	b. to learn how to use ArcGIS software to produce themed maps	Lecture, Discussion, lab work	Participation, lab work
3	c. to get updated knowledge of technology application in tourism	Lecture, Discussion	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 orientation & "How Technology Has Changed Tourism Industry"	
2	102/09/23~ 102/09/29	Introduction to GIS	
3	102/09/30~ 102/10/06	Introduction to GIS Application	
4	102/10/07~ 102/10/13	Introduction to ArcGIS	
5	102/10/14~ 102/10/20	Map Layers and Managing Map Layers	
6	102/10/21~ 102/10/27	Symbolizing Categorical and Quantitative Data	
7	102/10/28~ 102/11/03	Working with Labels and Annotation; Making a Map Layout	
8	102/11/04~ 102/11/10	Investigating Geographic Data; Using Coordinate Systems and Map Projections	
9	102/11/11~ 102/11/17	Managing Tables; Editing Features and Attributes	
10	102/11/18~ 102/11/24	Midterm Exam Week	
11	102/11/25~ 102/12/01	Creating Geodatabases and Feature Classes; Getting Locations from Tabular Data	

12	102/12/02 ~ 102/12/08	Solving Spatial Problem with Analysis	
13	102/12/09 ~ 102/12/15	Case Studies	
14	102/12/16 ~ 102/12/22	Presentations	
15	102/12/23 ~ 102/12/29	Using ArcGIS to produce Final Projects	
16	102/12/30 ~ 103/01/05	Finalizing Final Projects	
17	103/01/06 ~ 103/01/12	Smartphone App in Tourism; Guest Speaker: Mr. Will (Chih-Wei) Lee, R&D at Saffron digital, UK	
18	103/01/13 ~ 103/01/19	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbook(s)			
Reference(s)	Chang, Kang-Tsung. (2008) Introduction to Geographic Information Systems (4th ed.). Boston: McGraw-Hill.		
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 %   ◆ Mark of Usual : 10.0 %   ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other < lab wor > : 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>		