

Tamkang University Academic Year 102, 1st Semester Course Syllabus

Course Title	PRINCIPLES AND APPLICATION FOR INTERPRETATION	Instructor	CHI, SHAN JU
Course Class	TPVXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT, 2A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
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"> A. Ability to analyze and solve problems. B. Ability to communicate in English. C. Proper service and work attitude. D. Tourism management knowledge. E. Tourism management skills. 			
Course Introduction	<p>Guiding and site interpretation are major duties for a tour guide. This course aims at building up the knowledge of being a tour guide from both theoretical background and on-site practices. A guest speaker, Ms Chen from Association of Yilan Tourism Ambassadors (Tour Guides), will be invited to share her own experiences; moreover, a field trip, visiting Lanyang Museum, will be organized. Students will be assessed by written exam, assignment and oral presentations. It expects that students may deliver on-site interpretations confidently and knowledgably by the end of the semester.</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	to understand the principles of guiding and on-site interpretation	C2	CDE
2	to acquire skills of guiding and on-site interpretation	P4	ABCDE
3	to be able to deliver presentations confidently	P6	ABCDE

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	to understand the principles of guiding and on-site interpretation	Lecture, Discussion	Participation
2	to acquire skills of guiding and on-site interpretation	Lecture, Discussion, Visit	Report, Participation
3	to be able to deliver presentations confidently	Lecture, Discussion, Visit	Report, Participation, speech

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 and Introduction to 'Duties of Tour Guides'	
2	102/09/23~ 102/09/29	Introduction to Tour Guiding and Site Interpretation	
3	102/09/30~ 102/10/06	The Principles of Making a Presentation	
4	102/10/07~ 102/10/13	Interpretation of Ecological Sites I	
5	102/10/14~ 102/10/20	Interpretation of Ecological Sites II	
6	102/10/21~ 102/10/27	Interpretation of Historical Sites	
7	102/10/28~ 102/11/03	Interpretation of Cultural Sites	
8	102/11/04~ 102/11/10	Interpretation of Geological Sites	
9	102/11/11~ 102/11/17	Non-verbal Interpretation	
10	102/11/18~ 102/11/24	Midterm Exam Week	
11	102/11/25~ 102/12/01	Tune Up - Styles of Site Interpretation	

12	102/12/02 ~ 102/12/08	cooperation and integration: Linmei Community	reschedule to have classes on 9, 10, 23, and 30 November.
13	102/12/09 ~ 102/12/15	cooperation and integration: Linmei Community	reschedule to have classes on 9, 10, 23 and 30 November
14	102/12/16 ~ 102/12/22	cooperation and integration: Linmei Community	rescheduled to 9, 10, 23 and 30 November
15	102/12/23 ~ 102/12/29	cooperation and integration: Linmei Community	rescheduled to 9, 10, 23, and 30 November
16	102/12/30 ~ 103/01/05	Field Trip: Songshan Cultural Park	will take place on 3 January
17	103/01/06 ~ 103/01/12	cooperation and integration: Linmei Community	rescheduled to 9, 10, 23, and 30 November
18	103/01/13 ~ 103/01/19	Final Exam Week	
Requirement	In order to fulfill the midterm exam (written exam by writing an essay), students must arrange their visits to museums, galleries, or participation in excursions during their spare time.		
Teaching Facility	Projector		
Textbook(s)			
Reference(s)	<p>楊明賢(2012)。解說教育Interpretation Education(第三版)。新北市: 揚智文化。</p> <p>陳炳輝(2010)。導覽解說實務。新北市: 華立圖書。</p> <p>Collins, Verite Reily (2005). Becoming a Tour Guide: The Principles of Guiding and Site Interpretation. Andover: Cengage Learning EMEA.</p> <p>Tilden, Freeman. (1977). Interpreting Our Heritage. (3rd ed.) Chapel Hill: University of North Carolina Press.</p> <p>Beck, Larry and Cable, Ted. (2011). The Gift of Interpretation: 15 guiding principles for interpreting nature and culture. (3rd ed.) Urbana: Sagamore Publishing.</p>		
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 35.0 %</p> <p>◆ Final Exam : 35.0 %</p> <p>◆ Other < > : %</p>		
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>		