

Tamkang University Academic Year 102, 1st Semester Course Syllabus

Course Title	INTERNATIONAL TOUR LEAD AND GUIDE APPLICATION	Instructor	JUAN, PIN-JU
Course Class	TPVXB4A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT, 4A	Details	<ul style="list-style-type: none"> ◆ Required ◆ 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>The objective of this course student a completed education and enforced by the case experience, that will build up students confidence and problem solving ability on their future career. It will helps to increase the value of travel agency business as well as the increasing of employment, and upgrade of living standard.</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-Aplying,
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,
P4-Linked Operation, P5-Automation, P6-Origation
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,
A4-Organizing, A5-Charaterizing, 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 review and examination of various strategies and techniques concerning conduct tours while being a tour manager.	C2	ABCDE
2	The course will emphasizing how and why necessary particularly on practical work.	C2	ABCDE
3	The course will emphasizing what is involved in tour leader and how it can help with the tour operations.	C3	ABCDE

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	A review and examination of various strategies and techniques concerning conduct tours while being a tour manager.	Lecture, Appreciation	Report, Participation
2	The course will emphasizing how and why necessary particularly on practical work.	Lecture, Discussion, Problem solving	Report, Participation
3	The course will emphasizing what is involved in tour leader and how it can help with the tour operations.	Lecture, Discussion, Simulation	Report

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	Introduction	
2	102/09/23~ 102/09/29	Ch.1 What is Tour Conducting?	
3	102/09/30~ 102/10/06	Ch.2 City and Site Guiding	
4	102/10/07~ 102/10/13	Ch.3 Multi-Day Tours	
5	102/10/14~ 102/10/20	Ch.4 Client and Escort Psychology	
6	102/10/21~ 102/10/27	Ch.5 Working with Hotels	
7	102/10/28~ 102/11/03	Ch.6 Air Travel and Tours	
8	102/11/04~ 102/11/10	期中口試：實務操作 (tour leader)	
9	102/11/11~ 102/11/17	期中口試：實務操作 (tour leader)	
10	102/11/18~ 102/11/24	Midterm Exam Week	
11	102/11/25~ 102/12/01	Ch.7 Suppliers and Attractions	
12	102/12/02~ 102/12/08	Ch.8 Expecting the Unexpected Ch.9 Creating a Tour	

13	102/12/09~ 102/12/15	Ch.10 Getting the Job...and Keeping It	
14	102/12/16~ 102/12/22	Field study	12/20 Field study to National Palace Museum
15	102/12/23~ 102/12/29	期末口試：實務操作 (tour guide)	
16	102/12/30~ 103/01/05	期末口試：實務操作 (tour guide)	
17	103/01/06~ 103/01/12	期末口試：實務操作 (tour guide)	
18	103/01/13~ 103/01/19	Final Exam Week	
Requirement	老師視上課情況調整評分標準。		
Teaching Facility	Computer, Projector		
Textbook(s)	Marc Mancini (2001), Conducting Tours, 3rd ed. NY: Thomson Learning, Inc. Ginger Todd & Susan Rice (2005), A Guide to Becoming a Travel Professional. NY: Thomson Learning, Inc.		
Reference(s)	<p>蔡進祥、徐世杰、賴子敬(2010)·領隊與導遊實務2011：重點整理、試題解析、考照攻略。台北市：前程文化。</p> <p>黃榮鵬·(2009)·觀光領隊與導遊。一版一刷·台北縣：華立圖書。</p> <p>王正光·(2010)·導遊實務。六版一刷·台北市：松根出版社。</p> <p>黃榮鵬·(2010)·領隊實務。八版一刷·台北市：松根出版社。</p> <p>王正光、李承峻·(2008)·領隊導遊實務(二)。一版一刷·台北市：松根出版社。</p> <p>黃榮鵬·(2008)·觀光資源概要。一版一刷·台北市：松根出版社。</p> <p>劉仁民、王宗彥、賴子敬、楊朋振·(2009)·領隊導遊實務(一)(二)·5版·台北市：鼎茂出版社。</p> <p>劉仁民、王宗彥、賴子敬、楊朋振·(2009)·觀光資源概論·4版·台北市：鼎茂出版社。</p> <p>鄭佳慶·(2008)·領隊導遊英語·3版·台北市：鼎茂出版社。</p>		
Number of Assignment(s)	6 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 30.0 %</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>		