

Tamkang University Academic Year 102, 2nd Semester Course Syllabus

Course Title	HERITAGE RESOURCES TOURISM	Instructor	CHI, SHAN JU
Course Class	TPVXB4A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT, 4A	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   A i m   o f   E d u c a t i o n			
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 world heritage and world heritage sites to students in terms of conservation and tourism resource. Case studies will be discussed. Guest speakers will be invited as well as field trips will be hosted.</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-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	to introduce world heritage	C2	D
2	to introduce world heritage sites and their conservation and provision of tourism attractions	C5	ABCDE

**Teaching Objectives, Teaching Methods and Assessment**

No.	Teaching Objectives	Teaching Methods	Assessment
1	to introduce world heritage	Lecture	Report, Participation
2	to introduce world heritage sites and their conservation and provision of tourism attractions	Lecture, Discussion, Visit, speeches	Report, Participation, field trip

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	103/02/17 ~ 103/02/23	Orientation week	
2	103/02/24 ~ 103/03/02	Introduction to World Heritage and World Heritage Sites	
3	103/03/03 ~ 103/03/09	Management of World Heritage Sites (1)	
4	103/03/10 ~ 103/03/16	Management of World Heritage Sites (2)	
5	103/03/17 ~ 103/03/23	Management of World Heritage Sites (3)	
6	103/03/24 ~ 103/03/30	Guest Speaker (TBC) and Case Study 1	
7	103/03/31 ~ 103/04/06	Reserved time for course flexibility	
8	103/04/07 ~ 103/04/13	Field Trip to Er-Wang Village (in Yilan City)	will take place in the afternoon on 11 April
9	103/04/14 ~ 103/04/20	Case Study 2	
10	103/04/21 ~ 103/04/27	Midterm Exam Week	
11	103/04/28 ~ 103/05/04	Generating and managing revenue (1)	
12	103/05/05 ~ 103/05/11	Generating and managing revenue (2)	

13	103/05/12 ~ 103/05/18	Field Trip to Cilan Cypress Forest (Line 130 Cypress Forest Trail)	Field trip takes place on 17 May
14	103/05/19 ~ 103/05/25	Guest Speaker (TBC) and Case Study 3	
15	103/05/26 ~ 103/06/01	Graduate Exam Week	
16	103/06/02 ~ 103/06/08	---	
17	103/06/09 ~ 103/06/15	---	
18	103/06/16 ~ 103/06/22	---	
Requirement			
Teaching Facility	Other (slideshows)		
Textbook(s)	Leask, A. and Fyall, A. Ed. 2006. Managing World Heritage Sites. London: Butterworth-Heinemann.		
Reference(s)	Harrison, D. and Hitchcock, M. Ed. 2005. The Politics of World Heritage: negotiating tourism and conservation. Toronto: Channel View Publications.		
Number of Assignment(s)	1 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 %   ◆ Mark of Usual : 10.0 %   ◆ Midterm Exam : 25.0 % ◆ Final Exam : 25.0 % ◆ Other (case studies/field t) : 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>		