

## Tamkang University Academic Year 103, 1st Semester Course Syllabus

Course Title	TOURISM SERVICE MANAGEMENT	Instructor	CHIEN-MU YEH
Course Class	TQVXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT, 2A	Details	◆ Required ◆ One Semester ◆ 3 Credits
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			
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	This course is a work-shop based course. Seven guest speakers are invited to deliver speech regarding the service issues in the hotel industry, travel agency industry, resort industry, airline industry, hospitality industry and media industry.  The lecture will also teach basic service concepts regarding service theories.  Students can be equipped with basic concepts and right attitudes of service.		

### 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	Be able to understand the tourism service industry.	C4	CD

### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Be able to understand the tourism service industry.	Lecture, Discussion	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	103/09/15 ~ 103/09/21	Course Introduction	
2	103/09/22 ~ 103/09/28	Service Characteristics	
3	103/09/29 ~ 103/10/05	Hotel Service Management (guest speaker)	
4	103/10/06 ~ 103/10/12	Hotel Service Management (guest speaker)	
5	103/10/13 ~ 103/10/19	Travel Agency Service Management (guest speaker)	
6	103/10/20 ~ 103/10/26	Travel Agency Service Management (guest speaker)	
7	103/10/27 ~ 103/11/02	Resort Service Management (guest speaker)	
8	103/11/03 ~ 103/11/09	Customer Behavior	
9	103/11/10 ~ 103/11/16	Service Procedure	
10	103/11/17 ~ 103/11/23	Midterm Exam Week	
11	103/11/24 ~ 103/11/30	Hospitality Service Management (guest speaker)	
12	103/12/01 ~ 103/12/07	Media and Tourism Service Industry (guest speaker)	

13	103/12/08 ~ 103/12/14	Service Management: Airline Industry (guest speaker)	
14	103/12/15 ~ 103/12/21	Customer Complaint	
15	103/12/22 ~ 103/12/28	Service Recovery	
16	103/12/29 ~ 104/01/04	Group Presentation	
17	104/01/05 ~ 104/01/11	Group Presentation	
18	104/01/12 ~ 104/01/18	Final Exam Week	
Requirement			
Teaching Facility		Computer, Projector	
Textbook(s)			
Reference(s)		Fitzsimmons, J. A. and Fitzsimmons, M. J. (2011). Service Management. Boston: McGraw Hill. Humphrey, D. D. (2008). 21st Century Business: Customer Service. U.S.: South-Western, Cengage Learning.	
Number of Assignment(s)		(Filled in by assignment instructor only)	
Grading Policy		◆ Attendance :                %    ◆ Mark of Usual : 20.0 %    ◆ Midterm Exam : 25.0 % ◆ Final Exam :    25.0 % ◆ Other 〈Presentation〉 : 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>	