

Tamkang University Academic Year 103, 1st Semester Course Syllabus

Course Title	TRAVEL AGENCY PRACTICE AND MANAGEMENT	Instructor	CHI, SHAN JU
Course Class	TQVXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT, 2A	Details	<ul style="list-style-type: none"> ◆ 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			
<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>This course aims at introducing the duties and functionalities of a travel agency as well as providing students hands-on experiences to be an outstanding travel agent. The topics will cover the bases of knowledge on the management of a travel agency and paperwork procedures. By the end of the semester, students must produce a project on tour planning and operation which serves as final exam.</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	Understanding the types and structures of travel agency	C1	D
2	Memorizing the regulations and contracts related with travel agency	C1	AD
3	Managing and solving the problems occurred in the travel agency business	C3	AC

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Understanding the types and structures of travel agency	Lecture	Written test, Participation
2	Memorizing the regulations and contracts related with travel agency	Lecture, Discussion, Problem solving	Written test, Participation
3	Managing and solving the problems occurred in the travel agency business	Discussion, Simulation, Problem solving	Report, 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	103/09/15~ 103/09/21	Course Introduction	
2	103/09/22~ 103/09/28	What do travel agencies do?	
3	103/09/29~ 103/10/05	Guest Speech ((9/29 no class; the speech will take place during late afternoon time on 10/1)	guest speech take place on 10/1
4	103/10/06~ 103/10/12	Employment in the travel and tourism industry	
5	103/10/13~ 103/10/19	Travel agencies and tourism-related sectors I	
6	103/10/20~ 103/10/26	Travel agencies and tourism-related sectors II	
7	103/10/27~ 103/11/02	Travel agencies and tourism-related sectors III	
8	103/11/03~ 103/11/09	Field trip: Taipei International Travel Fair (11/3 and 11/6 no class)	take place on 11/7
9	103/11/10~ 103/11/16	Responsible Tourism	
10	103/11/17~ 103/11/23	Midterm Exam Week	
11	103/11/24~ 103/11/30	Travel Agencies in Taiwan	
12	103/12/01~ 103/12/07	Tour Planning and Operation	

13	103/12/08 ~ 103/12/14	How to deal with emergency	
14	103/12/15 ~ 103/12/21	Serving the travel customers	
15	103/12/22 ~ 103/12/28	Guest speaker/Reflection on speech	DATE TBC
16	103/12/29 ~ 104/01/04	New Year's Day (no class)	
17	104/01/05 ~ 104/01/11	Group Presentations (for final exam)	
18	104/01/12 ~ 104/01/18	Final Exam Week	
Requirement	<p>1. Tutorials (2 hours per week) are included. It takes up to 30% of the course assessment and marks will be given by TA, Melody.</p> <p>2. Please refer to tutorial's syllabus for tutorial arrangement and detailed instructions.</p> <p>3. Plagiarism will be directly rewarded a fail to this course.</p> <p>4. Attendance will be taken. NQ will be given to students who are absent for more than 18 hours. No mercy will be given; please be aware of it.</p> <p>5. 5 principle trainees will be recruited and they must take Lion Travel training course and are responsible for passing down knowledge to other classmates during tutorials. An extra add-on 10% will be rewarded directly to their semester grade. However, these 5 trainees will continue to work as a travel agent in the intern travel agency during the second semester.</p>		
Teaching Facility	Computer, Projector		
Textbook(s)			
Reference(s)	<p>曹勝雄,鈕先鍼,容繼業,林連聰(2008).旅行社經營管理.新北市:前程文化.</p> <p>林燈燦(2009).旅行業經營管理.台北市:五南圖書.</p> <p>IATA. Course book for International Travel and Tourism Training Programme. IATA: IATA.</p>		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : 25.0 %</p> <p>◆ Other (tutorials實習課) : 30.0 %</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>		