

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

Course Title	INTERNATIONAL RESORT MANAGEMENT	Instructor	TUNG, YI-FAN
Course Class	TQVXB3A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT, 3A	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 subject provides students with the basic understanding of resort and spa management. It helps students to develop an understanding of service and facilities needed in the resort and spa hotel, select the suitable site, activities provided for the guest, and managing the hotel operations.</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	Students will be able to evaluate the planning of resort facilities for the leisure tourists' needs and consider different marketing strategies.	C5	ABCDE

**Teaching Objectives, Teaching Methods and Assessment**

No.	Teaching Objectives	Teaching Methods	Assessment
1	Students will be able to evaluate the planning of resort facilities for the leisure tourists' needs and consider different marketing strategies.	Lecture, Discussion, Problem solving	Written test, Report, Participation, Project

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	Welcome to International Resort Management	
2	103/09/22~ 103/09/28	Resorts: An Introduction	
3	103/09/29~ 103/10/05	Beach Resorts and Marinas	
4	103/10/06~ 103/10/12	Golf-based Resorts	
5	103/10/13~ 103/10/19	Mountain-based Resorts	
6	103/10/20~ 103/10/26	The Importance of Recreational Amenities	
7	103/10/27~ 103/11/02	Recreational Amenities & Uniqueness of Timeshare Resort Operations	
8	103/11/03~ 103/11/09	The Importance of Guest Activities	
9	103/11/10~ 103/11/16	The Importance of Retail	
10	103/11/17~ 103/11/23	Midterm Exam Week	
11	103/11/24~ 103/11/30	Spas, Pools and Indoor Waterparks	
12	103/12/01~ 103/12/07	Specialty Resorts	

13	103/12/08 ~ 103/12/14	Cruise Ships: Floating Resorts	
14	103/12/15 ~ 103/12/21	103/12/19 Class will be replaced by 103/12/26 Field Trip	
15	103/12/22 ~ 103/12/28	103/12/26 Field Trip_Beitou Hot Spring Museum & Beitou Resort Area	
16	103/12/29 ~ 104/01/04	Project Presentation	
17	104/01/05 ~ 104/01/11	104/01/06 & 104/01/09 Classes will be replaced by 103/12/26 Field Trip	
18	104/01/12 ~ 104/01/18	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbook(s)	Mill, R.C. (2012). Resorts: Management and Operation (3rd ed.). John Wiley & Sons.		
Reference(s)	Mill, R.C. (2012). Resorts: Management and Operation (3rd ed.). John Wiley & Sons.		
Number of Assignment(s)	1 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 %    ◆ Mark of Usual : 10.0 %    ◆ Midterm Exam :        % ◆ Final Exam : 40.0 % ◆ Other 〈Group project〉 : 40.0 %		
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>		