

Tamkang University Academic Year 103, 2nd Semester Course Syllabus

Course Title	TOURISM ADMINISTRATION AND LAW	Instructor	JUAN, PIN-JU
Course Class	TQVXB1A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT, 1A	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 introduces the laws and policies in tourism and hospitality industry in Taiwan. The students are expected to deeply understand the rationale for these laws, regulations and policies.</p>		

The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I. Objective Levels (select applicable ones) :

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|-------------------------|-------------------------------------|---------------------------|
| (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	1. It introduces the laws and policies in tourism and hospitality industry in Taiwan.	C1	ABCD
2	2. The students are expected to deeply understand the rationale for these laws, regulations and policies.	C3	ABCDE

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	1. It introduces the laws and policies in tourism and hospitality industry in Taiwan.	Lecture, Discussion	Written test, Report, Participation
2	2. The students are expected to deeply understand the rationale for these laws, regulations and policies.	Lecture	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	104/02/24 ~ 104/03/01	Chapter 1. Introduction and Definitions for Tourism Policy	
2	104/03/02 ~ 104/03/08	Chapter 2. Counseling of Tourism Industry	
3	104/03/09 ~ 104/03/15	Chapter 3. Schedule of Penalties Applicable under the Tourism Development Act	
4	104/03/16 ~ 104/03/22	Chapter 4. Tourism Organization	
5	104/03/23 ~ 104/03/29	Chapter 5. Statute for the Development of Tourism	
6	104/03/30 ~ 104/04/05	Chapter 6. Legislation in Scenic Spots and Tourism	
7	104/04/06 ~ 104/04/12	Chapter 7. Legislation in National Parks of Taiwan & Forest Recreation Areas	
8	104/04/13 ~ 104/04/19	Chapter 8. Regulations Governing Recreation Areas	
9	104/04/20 ~ 104/04/26	Chapter 9. Guideline for Review of Application for Tourist Amusement Enterprise	
10	104/04/27 ~ 104/05/03	Midterm Exam Week	
11	104/05/04 ~ 104/05/10	Chapter 10. The Regulations of New Tourism Industry	

12	104/05/11 ~ 104/05/17	Chapter 11. Regulation Governing Travel Agencies	
13	104/05/18 ~ 104/05/24	Chapter 12. Regulations Governing Travel Agencies	
14	104/05/25 ~ 104/05/31	Chapter 13. The Regulations of Tour manager, Tourist guide, and tourist interpreter in Taiwan	
15	104/06/01 ~ 104/06/07	Chapter 14. Incident, Accident & Complaint Handling in Tourism Business	
16	104/06/08 ~ 104/06/14	Chapter 15. Regulation for travel quality assurance	
17	104/06/15 ~ 104/06/21	Chapter 16. Regulation for travel about tourist from Mainland China; Chapter 17. Regulations for the Management of tourist from China, Hong Kong and Macao; Chapter 18. Regulation for the Management of Tourist Hotel Enterprises; Chapter 19. Regulation for the Management of Hotel Enterprises; Chapter 20. Regulations for the Management of Home Stay	
18	104/06/22 ~ 104/06/28	Final Exam Week	
Requirement	請假依學生手冊規定。老師視上課情況調整評分標準。		
Teaching Facility	Computer, Projector		
Textbook(s)	邱長光、蕭仕榮 (2013) · 觀光行政與法規 · 一版一刷 · 台北市：華立圖書。 蔡進祥、徐世杰、賴子敬(2015) · 領隊與導遊實務2013：重點整理、試題解析、考照攻略。台北市：前程文化。		
Reference(s)			
Number of Assignment(s)	16 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 30.0 % ◆ Other () : %		
Note	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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		