

Tamkang University Academic Year 103, 2nd Semester Course Syllabus

Course Title	TOURISM GEOGRAPHY	Instructor	WEILI JASMINE CHEN
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>Tourism geography explores a wide range of interests including the environmental and cultural impacts of tourism, and the geographies of tourism and leisure economies. It aims to answer concerns relate to tourism industry and management challenges. The course will apply the Problem-based learning (PBL) methodology. Working in groups, students identify what they already know, what they need to know, and how and where to access new information that may lead to resolution of the problem. The instructor will facilitate learning by supporting, guiding, and monitoring the learning process.</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	Students will have a clear understanding of the technical terms involved in defining and measuring tourism.	C4	A
2	Students will be able to aware and demonstrate the phenomenon of the "new tourist" for various regions and destinations.	P5	CE
3	Students will demonstrate tourism geography core competencies to the next generations' learners and consumers.	A6	D

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Students will have a clear understanding of the technical terms involved in defining and measuring tourism.	Problem solving	Practicum, demo
2	Students will be able to aware and demonstrate the phenomenon of the "new tourist" for various regions and destinations.	Visit	Participation
3	Students will demonstrate tourism geography core competencies to the next generations' learners and consumers.	demo	events

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	Motilities: Concepts and Definitions of Travel, Tourism and Migration	Case 1
2	104/03/02 ~ 104/03/08	Analyzing Demand; Understanding the 'New Tourist' ; Analyzing the World Pattern of International Tourism Flows	Cases 3-4
3	104/03/09 ~ 104/03/15	Analyzing Resources: The Galápagos Islands: Balancing Resource Conservation and Tourism Development	Case 5
4	104/03/16 ~ 104/03/22	Analyzing Effects of Transportation; Managing Transport at the Tourism Destination	Case 9
5	104/03/23 ~ 104/03/29	Perspectives for the Future; Tourism as Agent of Poverty Alleviation	Case 12
6	104/03/30 ~ 104/04/05	Tourism Geography Applications (I); Fieldworks/Site visits	Quiz
7	104/04/06 ~ 104/04/12	Spring Break	
8	104/04/13 ~ 104/04/19	Tools and Technologies for Tourism Geography	
9	104/04/20 ~ 104/04/26	Working Group 1: European Cases Illustrating Regional Travel and Tourism Geo	2 weeks

10	104/04/27 ~ 104/05/03	Midterm Exam Week	
11	104/05/04 ~ 104/05/10	Working Group 2: Middle East and Africa Cases Illustrating Regional Travel and Tourism Geo	2 weeks
12	104/05/11 ~ 104/05/17	European Policy and Tourism; London; Heritage Cities	
13	104/05/18 ~ 104/05/24	Working Group 3: Asian and the Pacific Cases Illustrating Regional Travel and Tourism Geo	2 weeks
14	104/05/25 ~ 104/05/31	CAMPFIRE: Local Community Involvement in Safari Tourism; Dubai; etc.	
15	104/06/01 ~ 104/06/07	Working Group 4: The American Cases Illustrating Regional Travel and Tourism Geo	2 weeks
16	104/06/08 ~ 104/06/14	Adventure Tourism in Nepal; China and The Revisioning of Tired Destinations: Australia' s Surfers Paradise	
17	104/06/15 ~ 104/06/21	Processes,Trend, Synthesis of Tourism Issues	
18	104/06/22 ~ 104/06/28	Final Exam Week	
Requirement	<p>ALWAYS use respect and courtesy when responding to others during class sessions.</p> <p>1. Points will be deducted for late work (-10% per calendar day late) unless negotiated with the instructor in advance of the due date. Please plan ahead to avoid last-minute technology problems. (無故作業遲交者：24小時內扣10%；24小時後不收件·不接受求情)。</p> <p>2. Any leave excuse shall be communicated to the instructor in person prior to classes. (學生若有公假、事假應於「課程前」親自告知老師·否則視為缺席)</p> <p>3. The following behaviors will be STRONG discouraged (using cell phones, iPod, iPad, lap top computers that are not related to course; games, putting make-ups, napping, & reading one' s own materials in classes; longer than 5-min leave from classroom without notice to instructor). Those who conduct the above mentioned acts for three times will get a 0% participation for grade.) 「心思不在課堂者」(如：課程進行間學生若無故使用手機及iPad, iPod等、傳簡訊、玩電玩、打撲克牌、化妝、無故睡覺、看自己的書、離開教室超過5分鐘者·該堂課的參與成績為零·三次以上者出席率為0分)</p>		
Teaching Facility	Computer, Projector, Other (Field works)		
Textbook(s)	Boniface, R., & Cooper, D. (2009). Worldwide Destinations Case: The Geography of Travel and Tourism. Oxford: Elsevier.		
Reference(s)	Boniface, B., & Cooper, C. (2009) (5th Ed.). Worldwide Destinations. Oxford: Elsevier.		
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other < demonstrations > : 20.0 %</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>
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