

Tamkang University Academic Year 103, 2nd Semester Course Syllabus

Course Title	TOURISM RESOURCE MANAGEMENT	Instructor	CHI, SHAN JU
Course Class	TQVXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT, 2A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ 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 tourism resources and management of tourism resources to students. The theoretical knowledge will be supported by real practices through case studies, guest speech, field trip, and a 18-hour off-campus service learning.</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-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	to introduce types of tourism resources	C2	BD
2	to introduce how to manage tourism resources	C5	ADE
3	to experience real practices in tourism resources management through a 18-hour service learning	C6	C

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	to introduce types of tourism resources	Lecture, Discussion	Report, Participation
2	to introduce how to manage tourism resources	Lecture, Discussion, exercises	Report, Participation, essays
3	to experience real practices in tourism resources management through a 18-hour service learning	Discussion, services	Report, Participation, essays

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	Course Orientation	
2	104/03/02 ~ 104/03/08	Tourism Resources (1)	
3	104/03/09 ~ 104/03/15	Tourism Resources (2)	
4	104/03/16 ~ 104/03/22	Destination Competitiveness Model	
5	104/03/23 ~ 104/03/29	Destination image and Service Learning Arrangement	
6	104/03/30 ~ 104/04/05	Spring break (no class)	service learning starts
7	104/04/06 ~ 104/04/12	Choice-sets	
8	104/04/13 ~ 104/04/19	Tourism Development and Tourism Planning + Tourism Impacts and Role Play Preparation	
9	104/04/20 ~ 104/04/26	Role Play	5/23 field trip; thus 4/23 no class
10	104/04/27 ~ 104/05/03	Midterm Exam Week	
11	104/05/04 ~ 104/05/10	Guest speech	5/23 field trip; thus, 5/7 no class

12	104/05/11~ 104/05/17	Case study: Angkor's Strategy	Service learning ends; 5/23 field trip; thus 5/14 no class
13	104/05/18~ 104/05/24	Role play; group discussion and reflection on role play; 5/21 no class due to field trip taking place on 5/23	5/23 field trip; thus 5/21 no class
14	104/05/25~ 104/05/31	Case Study: Sense of Place	
15	104/06/01~ 104/06/07	Tourism Area Life Cycle + Service Learning Wrap-up Presentation Preparation	
16	104/06/08~ 104/06/14	Destination Crisis Management + Service Learning Wrap-up Presentation Preparation	
17	104/06/15~ 104/06/21	Reflection on Service Learning	
18	104/06/22~ 104/06/28	Final Exam Week	
Requirement	Students who take this course need to fulfill a 18-hour service learning in cooperated organization(s) during their spare time.		
Teaching Facility	Computer, Projector, Other (service learning)		
Textbook(s)	Edited booklet of handouts		
Reference(s)	Reference list will be given on each week's slideshow.		
Number of Assignment(s)	3 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other 〈service learning〉 : 40.0 %		
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.		