

## Tamkang University Academic Year 104, 1st Semester Course Syllabus

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|---|--|------------|---|
| Course Title  | INTERNATIONAL TOURISM MARKETING  | Instructor | CHI, SHAN JU  |
| Course Class  | TQTXB2A<br>DEPARTMENT OF INTERNATIONAL TOURISM<br>MANAGEMENT (ENGLISH-TAUGHT PROGRAM),<br>2A   | Details    | <ul style="list-style-type: none"> <li>◆ Required</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   | This course aims at introducing the principles and case studies of marketing for hospitality and tourism industries to students. By the end of the semester, students need to apply theories into production of marketing strategies for assigned hospitality and tourism sectors. |            |   |
|   |  |            |   |

### 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   | to understand the principles of marketing for service industries                | C2               | D                             |
| 2   | to familiar with real cases in the context of hospitality and tourism marketing | C4               | AB                            |
| 3   | to develop marketing strategies for assigned service sectors                    | C6               | ABD                           |

### Teaching Objectives, Teaching Methods and Assessment

| No. | Teaching Objectives   | Teaching Methods                     | Assessment                          |
|-----|---|--------------------------------------|-------------------------------------|
| 1   | to understand the principles of marketing for service industries                | Lecture, Discussion                  | Written test, Report, Participation |
| 2   | to familiar with real cases in the context of hospitality and tourism marketing | Lecture, Discussion, Problem solving | Report                              |
| 3   | to develop marketing strategies for assigned service sectors                    | Lecture, Discussion, Problem solving | Written test, 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    | 104/09/14 ~<br>104/09/20 | Course orientation  |      |
| 2    | 104/09/21 ~<br>104/09/27 | Understanding the hospitality and tourism marketing process (1)               |      |
| 3    | 104/09/28 ~<br>104/10/04 | Understanding the hospitality and tourism marketing process (2)               |      |
| 4    | 104/10/05 ~<br>104/10/11 | case studies (team presentations: 5%)   |      |
| 5    | 104/10/12 ~<br>104/10/18 | case studies (team presentations: 5%)   |      |
| 6    | 104/10/19 ~<br>104/10/25 | Developing hospitality and tourism marketing opportunities and strategies (1) |      |
| 7    | 104/10/26 ~<br>104/11/01 | Developing hospitality and tourism marketing opportunities and strategies (2) |      |
| 8    | 104/11/02 ~<br>104/11/08 | Case studies (team presentations: 5%)   |      |
| 9    | 104/11/09 ~<br>104/11/15 | Case studies (team presentations: 5%)   |      |
| 10   | 104/11/16 ~<br>104/11/22 | Midterm Exam Week   |      |
|      |                          |   |      |

|                         |   |  |  |
|-------------------------|---|--|--|
| 11                      | 104/11/23 ~<br>104/11/29  | Guest speech (on Nov. 25, Wednesday), Reflection on guest speech |  |
| 12                      | 104/11/30 ~<br>104/12/06  | Developing the hospitality and tourism marketing mix (1)         |  |
| 13                      | 104/12/07 ~<br>104/12/13  | Developing the hospitality and tourism marketing mix (2)         |  |
| 14                      | 104/12/14 ~<br>104/12/20  | Case studies (team presentations: 5%)                            |  |
| 15                      | 104/12/21 ~<br>104/12/27  | Case studies (team presentations: 5%)                            |  |
| 16                      | 104/12/28 ~<br>105/01/03  | Final project presentation (1)                                   |  |
| 17                      | 105/01/04 ~<br>105/01/10  | Final project presentation (2)                                   |  |
| 18                      | 105/01/11 ~<br>105/01/17  | Final Exam Week  |  |
| Requirement             | <p>1. Students who have record of missing class for more than 18 hours before week 14 will be NQ (not qualified for final exam).<br/>Article 38</p> <p>2. If a student' s class absence reaches one-third of the total class hours (in a semester) for this course, the course instructor will notify the Office of Academic Affairs, and the student will not be allowed to take part in the remaining course examinations and will receive a semester grade (for this course) of zero.</p> <p>2. This course hugely emphasizes on teamwork and in-class participation and presentation.</p> |  |  |
| Teaching Facility       | Computer, Projector   |  |  |
| Textbook(s)             | Kotler, P., Bowen, J. and Makens, J. (2014). Marketing for Hospitality and Tourism 6th ed. San Francisco: Pearson.  |  |  |
| Reference(s)            |   |  |  |
| Number of Assignment(s) | (Filled in by assignment instructor only)   |  |  |
| Grading Policy          | <p>◆ Attendance : 10.0 %   ◆ Mark of Usual : 10.0 %   ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other (case studies, folder) : 20.0 %</p>   |  |  |
| Note                    | <p>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> .</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>   |  |  |