

Tamkang University Academic Year 104, 1st Semester Course Syllabus

Course Title	TRAVEL AGENCY PRACTICE AND MANAGEMENT	Instructor	CHI, SHAN JU
Course Class	TQTXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2A	Details	◆ 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			
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	This course aims at introducing the duties and functionality of a travel agency as well as providing students hands-on experiences to be an outstanding travel agent. The topics will cover the bases of knowledge on the management of a travel agency and paperwork procedures. By the end of the semester, students must produce a project on tour planning and operation which serves as the final exam.		

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 types and structures of a travel agency	C1	D
2	to understand the regulations and contracts related with a travel agency	C1	AD
3	to learn how to manage and solve the problems occurred in the travel agency business	C3	ACD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	to understand the types and structures of a travel agency	Lecture, Discussion	Written test, Participation
2	to understand the regulations and contracts related with a travel agency	Lecture, Discussion	Written test
3	to learn how to manage and solve the problems occurred in the travel agency business	Lecture, Discussion, Simulation	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 ~ 104/09/20	Course introduction	
2	104/09/21 ~ 104/09/27	What do travel agencies do?	
3	104/09/28 ~ 104/10/04	Moon Festival holiday; no class on 9/28	
4	104/10/05 ~ 104/10/11	Employment in the travel and tourism industry	
5	104/10/12 ~ 104/10/18	Travel agencies in western countries	Field trip will take place on 10/14 (Wed.)
6	104/10/19 ~ 104/10/25	The role of the travel industry professional in the travel and tourism business	
7	104/10/26 ~ 104/11/01	Travel agencies and tourism-related sectors	
8	104/11/02 ~ 104/11/08	Business activities that generates income	
9	104/11/09 ~ 104/11/15	team presentations	
10	104/11/16 ~ 104/11/22	Midterm Exam Week	
11	104/11/23 ~ 104/11/29	Tour planning and Operation	

12	104/11/30 ~ 104/12/06	Tourism planning and Operation (con.) Field trip on 10/14 (Wed.) no class on 12/3 (Thur.)	
13	104/12/07 ~ 104/12/13	Field trip on 10/14 (Wed.); no class on 12/7 (Mon.) Specialized holidays	
14	104/12/14 ~ 104/12/20	Guest speech; reflection on guest speech	
15	104/12/21 ~ 104/12/27	In-class activities	
16	104/12/28 ~ 105/01/03	Group presentations (final exam starts)	
17	105/01/04 ~ 105/01/10	Group presentations (final exam continues)	
18	105/01/11 ~ 105/01/17	Final Exam Week	
Requirement	<p>1. Students who have record of missing classes for more than 18 hours before week 14 will be NQ (not qualified for the final exam.)</p> <p>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>		
Teaching Facility	Projector, Other (videos)		
Textbook(s)	Self-edited teaching materials will be provided by Dr. Chi; students need to pay for the photocopying fee and binding.		
Reference(s)	<p>IATA. Course book for International Travel and Tourism Training Program. IATA: IATA.</p> <p>曹勝雄, 鈕先銘, 容繼業, 林連聰 (2008). 旅行社經營管理. 新北市: 前程文化</p> <p>林燈燦. (2009). 旅行業經營管理. 台北市: 五南圖書.</p>		
Number of Assignment(s)	3 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other (Tutorials(實習課)) : 30.0 %</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>		