

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

Course Title	PRINCIPLES AND APPLICATION FOR INTERPRETATION	Instructor	CHI, SHAN JU
Course Class	TQTXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2A	Details	<ul style="list-style-type: none"> <li>◆ Selective</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	<p>This course aims at building up the knowledge of being an on-site interpreter from both theoretical background and on-site practices. Students will be assessed by assignments, presentations, and hands-on activities.</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	to understand the principles of guiding and on-site interpretation	C2	CDE
2	to acquire skills of guiding and on-site interpretation	P4	ABCE
3	to be able to deliver presentations confidently	P6	ABCDE

### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	to understand the principles of guiding and on-site interpretation	Lecture, Discussion, Appreciation, Simulation	Participation
2	to acquire skills of guiding and on-site interpretation	Lecture, Discussion, Simulation, Visit	Report, Participation
3	to be able to deliver presentations confidently	Discussion, Appreciation, Simulation, Visit	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 ~ 104/09/20	Course orientation	
2	104/09/21 ~ 104/09/27	Duties of tour guides	
3	104/09/28 ~ 104/10/04	Moon Festival; no class on 9/28. Tour guiding and site interpretation	
4	104/10/05 ~ 104/10/11	Body language	
5	104/10/12 ~ 104/10/18	The principle of making a presentation	
6	104/10/19 ~ 104/10/25	Themed presentation drills and voice training (1)	
7	104/10/26 ~ 104/11/01	Themed presentation drills and voice training (2)	
8	104/11/02 ~ 104/11/08	Participant management	Field trip will take place on Nov. 14 (Wed.)
9	104/11/09 ~ 104/11/15	individual presentations	
10	104/11/16 ~ 104/11/22	Midterm Exam Week	
11	104/11/23 ~ 104/11/29	Interpretation of ecological and geological sites	

12	104/11/30 ~ 104/12/06	Guest speech on 11/30 (Mon.); Field trip on 11/4 (Wed.), thus no class on 12/3 (Thurs.)	
13	104/12/07 ~ 104/12/13	Field trip on 11/4 (Wed.), thus, no class on 12/7 (Mon.)	
14	104/12/14 ~ 104/12/20	Interpretation of cultural and historical sites	
15	104/12/21 ~ 104/12/27	Non-verbal interpretation	
16	104/12/28 ~ 105/01/03	Styles of interpretation	
17	105/01/04 ~ 105/01/10	Interpretation trial	
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). 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. Reflection essays are required after the field trip and guest speech; no show in both activities means no production of reflection essay and zeros will be given.</p> <p>3. This course involves in speaking, presenting, talking, and lots of demonstrating; students who fail to do so might not get a satisfying score by the end of the semester.</p> <p>4. The final exam is project-based. Students might need to visit the project venue on their own during their leisure time to complete the project requirements.</p>		
Teaching Facility	Projector		
Textbook(s)			
Reference(s)	<p>Tilden, Freeman (1977). Interpreting Our Heritage. (3rd ed.) Chapel Hill: University of North Carolina Press.</p> <p>Beck, Lary and Cable, Ted. (2011). The gift of interpretation: 15 guiding principles for interpreting nature and culture. (3rd ed.) Urbana: Sagamore Publishing.</p>		
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other (field trip; speech) : 10.0 %</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>		