

Tamkang University Academic Year 104, 1st Semester Course Syllabus

Course Title	SUSTAINABLE TOURISM	Instructor	WEILI JASMINE CHEN
Course Class	TQTXB4A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
<p>Departmental Aim of Education</p>			
<p>To develop talented managers with international competitive advantage in the tourism industry.</p>			
<p>Departmental core competences</p>			
<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>Sustainable tourism starts as an awaking from both the industry and government with the attempts to make as low impact on the environment and local culture as possible, while helping to generate future employment for local residents. The goals for sustainable tourism is to ensure that development brings a positive (or less negative) experience and benefits for local people, tourism companies and the tourists themselves. Eventually, sustainable tourism is not the same as ecotourism.</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	This course aims to provide students real world experience in participating in ecotourism planning and delivery.	C4	CD
2	Provoke students' environmental ethics, sense of responsibility and civic actions.	A5	ACE

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	This course aims to provide students real world experience in participating in ecotourism planning and delivery.	Discussion, Problem solving	Report, Participation
2	Provoke students' environmental ethics, sense of responsibility and civic actions.	Practicum, Visit, Problem solving	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	Introduction of course, instructor, course design, and partners	
2	104/09/21~ 104/09/27	Definition, history, and trend of ecotourism; World Travel & Tourism Council: Leading the Challenges on Climate Change	9/23, 9/24 no class
3	104/09/28~ 104/10/04	Theme 1: Accountability and Responsibility	
4	104/10/05~ 104/10/11	Case study: World Travel & Tourism Council's Best Practice Award Winners	
5	104/10/12~ 104/10/18	Reading 1: "Traveling Green Guide"-- The International Ecotourism Society (10/15 or 10/22 (Thu) site visit)	
6	104/10/19~ 104/10/25	Case: Club Med; Reading 2: Alternative Tourism	
7	104/10/26~ 104/11/01	Theme 2: Local Community Sustainable Growth and Capacity Building; Issues in Sustainable Tourism	
8	104/11/02~ 104/11/08	Case study (Australia, Sabah, and Orchid Island)	
9	104/11/09~ 104/11/15	Reading 3: Tourism Development: Government, Industry, Policy and Planning	

10	104/11/16~ 104/11/22	Midterm Exam Week	
11	104/11/23~ 104/11/29	no class on 11/25 (Wed); Theme 3: Educating Customers and Stakeholders **Fieldtrip to Yehliu Geopark (New Taipei City)	
12	104/11/30~ 104/12/06	Reading 4: Sustainable Tourism Resort Planning: A Stage-by-stage Approach	
13	104/12/07~ 104/12/13	Theme 4: Greening the Supply Chain	Fieldtrip 12/12 (Sat) 7:30 am ~1:00pm
14	104/12/14~ 104/12/20	Ecotourism and Protected Areas: Visitor Management for Sustainability	
15	104/12/21~ 104/12/27	Communicating for Sustainable Tourism	
16	104/12/28~ 105/01/03	Case Analysis; Final presentation preparation	
17	105/01/04~ 105/01/10	Final presentation (part I)	
18	105/01/11~ 105/01/17	Final Exam Week	
Requirement	<p>1. Every student will have to obtain a reading packet for the semester. (每位同學皆需要有一份 reading package.)</p> <p>2. Late assignments will lose points (50%)(無故作業遲交者：24小時內扣50分；24小時後不收件，不接受求情)。</p> <p>3. Any leave excuse shall be communicated to the indtuctor in person prior to classes. (學生若有公假、事假應於「課程前」親自告知老師，否則以缺席記。)</p> <p>4. Issues or concerns associated with the course will need to communicate with the instructor during/after the class or office hours. (任何學生關於課程之學習狀況，如校外教學因故無法參與等，應利用課程、下課或 office hours 與老師溝通。)</p>		
Teaching Facility	Computer, Projector		
Textbook(s)			
Reference(s)	<p>Travel Green Guide (2009). World Tourism Organization.</p> <p>Herremans, I. M. (2006). Cases in Sustainable Tourism: An Experiential Approach to Making Decisions. New York: Routledge.</p> <p>Weaver, D. (2006). Sustainable Tourism. Oxford: Elsevier.</p> <p>1. Cheating and Plagiarism will receive zero on the task(s): References and acknowledgement of an original author or source must be made through appropriate references. 作弊與抄襲以零分計算，報告請務必引用來源。</p>		
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 25.0 %</p> <p>◆ Other (case analysis) : 25.0 %</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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