

## Tamkang University Academic Year 104, 2nd Semester Course Syllabus

Course Title	TOURISM ENGLISH	Instructor	WEILI JASMINE CHEN
Course Class	TQTXB1A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	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>Effective English language and interpersonal skills are essential job requirement in the hotel and tourism industries. In a global working environment where employees are in constant contact with each other and the public, the ability to use English is an absolute necessity. This module-based practical course is designed for the intermediate level learners and has a focus on the occupational perspective rather than that of the individual traveler.</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	Enrich students' English vocabulary in hospitality service.	C6	BC
2	Deepen the understanding for the service industry in the world	P6	BD

### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Enrich students' English vocabulary in hospitality service.	Lecture, Simulation, Practicum, Visit	Written test, Practicum, Participation
2	Deepen the understanding for the service industry in the world	Problem solving	Written test, 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	105/02/15~ 105/02/21	Course introduction; Interacting with the instructor and classmates	
2	105/02/22~ 105/02/28	Book 1, L13 Front Desk: Booking Rooms; L14 Checking In	FingerClick
3	105/02/29~ 105/03/06	Accent activity (I)	
4	105/03/07~ 105/03/13	Book 1, L34-35 Learning About A Menu (1-2)	FingerClick
5	105/03/14~ 105/03/20	Application activity	
6	105/03/21~ 105/03/27	Book 1, L36 Learning About A Menu (3)	FingerClick; Quiz
7	105/03/28~ 105/04/03	Spring Program	
8	105/04/04~ 105/04/10	Book 2, L12 Foreign Exchange and Activity	Quiz
9	105/04/11~ 105/04/17	Book 2, L13-14 Making Travel Arrangements	
10	105/04/18~ 105/04/24	Midterm Exam Week	
11	105/04/25~ 105/05/01	Book 2, L14-16 Arranging Local Tours and Transportation	

12	105/05/02 ~ 105/05/08	Book 2, L21-22 Aviation (1) Booking Flights; At the Airport	
13	105/05/09 ~ 105/05/15	Book 2, L21-23 Aviation: Announcing at the Airport and in the Plane	Tentative fieldtrip
14	105/05/16 ~ 105/05/22	Application activity: Arranging Banquets and Conferences; 5/23 Course fieldtrip to TWTC Exhibit Hall	
15	105/05/23 ~ 105/05/29	Book 2, L24, 27-28 Dealing with Complaints in a Restaurant	Quiz
16	105/05/30 ~ 105/06/05	Tourism English Practicum	
17	105/06/06 ~ 105/06/12	Assesment, evaluation, and performance analysis	
18	105/06/13 ~ 105/06/19	Final Exam Week	
Requirement	<p>ALWAYS use respect and courtesy when responding to others during class sessions.</p> <p>1. Points will be deducted for late work (-10% per calendar day late) unless negotiated with the instructor in advance of the due date. Please plan ahead to avoid last-minute technology problems. (無故作業遲交者：24小時內扣10%；24小時後不收件·不接受求情)。</p> <p>2. Any leave excuse shall be communicated to the instructor in person prior to classes. (學生若有公假、事假應於「課程前」親自告知老師·否則視為缺席)</p> <p>3. The following behaviors will be STRONG discouraged (using cell phones, iPod, iPad, lap top computers that are not related to course; games, putting make-ups, napping, &amp; reading one's own materials in classes; longer than 5-min leave from classroom without notice to instructor). 「心思不在課堂者」(如：課程進行間學生若無故使用手機及iPad, iPod等、傳簡訊、玩電玩、打撲克牌、化妝、無故睡覺、看自己的書、離開教室超過5分鐘者·該堂課的參與成績為零。</p>		
Teaching Facility	Computer, Projector, Other (Field works)		
Textbook(s)	Levin, F. & Tinsley, P. (2009) English for Tourism and Restaurants Book 1 (parts) & 2		
Reference(s)	Going international: English for tourism English for international tourism		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance :                    %    ◆ Mark of Usual : 20.0 %    ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam :    20.0 %</p> <p>◆ Other (application activity) : 30.0 %</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>		