

## Tamkang University Academic Year 105, 1st Semester Course Syllabus

Course Title	TRAVEL AGENCY PRACTICE AND MANAGEMENT	Instructor	CHI, SHAN JU
Course Class	TQTXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	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	<p>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.</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 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, Report, Participation
2	to understand the regulations and contracts related with a travel agency	Lecture, Discussion	Written test, Report, Participation
3	to learn how to manage and solve the problems occurred in the travel agency business	Discussion, Appreciation, 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	105/09/12 ~ 105/09/18	Course Introduction	
2	105/09/19 ~ 105/09/25	What do travel agencies do?	
3	105/09/26 ~ 105/10/02	Tour Components	
4	105/10/03 ~ 105/10/09	Employment in the travel and tourism industry	
5	105/10/10 ~ 105/10/16	Double Tenth Day (no class on Monday)	
6	105/10/17 ~ 105/10/23	Travel agencies and tourism-related sectors	
7	105/10/24 ~ 105/10/30	The impact of the internet on travel agencies	
8	105/10/31 ~ 105/11/06	Tour Planning and Operation (1)	
9	105/11/07 ~ 105/11/13	Tour Planning and Operation (2)	
10	105/11/14 ~ 105/11/20	Midterm Exam Week	
11	105/11/21 ~ 105/11/27	Geography in Travel and Tourism Industry	
12	105/11/28 ~ 105/12/04	Special Trains for Tourists; no class on 12/1 due to field trip taking place on 12/7	

13	105/12/05 ~ 105/12/11	Field trip on 12/7; thus no class on 12/5 • Airline Commission Cuts	
14	105/12/12 ~ 105/12/18	Guest speech and reflection	
15	105/12/19 ~ 105/12/25	group meetings	
16	105/12/26 ~ 106/01/01	Final presentations	
17	106/01/02 ~ 106/01/08	(National Holiday on 1/2; thus no class); Final presentations	
18	106/01/09 ~ 106/01/15	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) and rewarded 'zero' in this course. Article 38- 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. The assignments count for 40% for total; they are listed below: 4 exercises, each exercise counts for 5%. 1 reflection essay on Field trip, which counts for 10% 1 reflection essay on guest speech, which counts for 5% 1 group meeting summary, which counts for another 5%</p> <p>3. No late submission is allowed.</p>		
Teaching Facility	Computer, Projector, Other (game)		
Textbook(s)	Self-edited teaching materials will be provided by Dr. Chi; students need to pay for the photocopying fee and binding.		
Reference(s)	IATA. Course Book for International Travel and Tourism Training Program. IATA: IATA. 曹勝雄, 鈕先鉞, 容繼業, 林連聰 (2008). 旅行社經營管理. 新北市: 前程文化 林燈燦. (2009). 旅行業經營管理. 台北市: 五南圖書.		
Number of Assignment(s)	6 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 %    ◆ Mark of Usual : 10.0 %    ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other (assignments) : 40.0 %</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>		