

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

Course Title	INTERNATIONAL RESORT MANAGEMENT	Instructor	CHEN I-LING
Course Class	TQTXB3A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3A	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 to prepare students for careers within international resorts industry by introducing and discussing operational managements of main types of resorts. It enables students with an understanding of contemporary tourists' needs and incorporates it into resort management. Students will develop knowledge about planning, facilities, services, and activities needed applicable to the key operational functions through case studies.</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	Working in groups and discussing operational functions to meet contemporary guests' stay experiences in resorts	C6	ABCE
2	Students will be able to evaluate the operational management in the resort industry	C3	ABDE

### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Working in groups and discussing operational functions to meet contemporary guests' stay experiences in resorts	Lecture, Discussion, Problem solving	Written test, Report, Participation
2	Students will be able to evaluate the operational management in the resort industry	Lecture, Discussion, Problem solving	Written test, 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 and Overview	
2	105/09/19~ 105/09/25	Concepts & Features of Resorts	
3	105/09/26~ 105/10/02	Mountain Resorts	
4	105/10/03~ 105/10/09	Ocean Resorts	
5	105/10/10~ 105/10/16	Lifestyle Resorts	Assignment
6	105/10/17~ 105/10/23	Considerations for Planning and Development	
7	105/10/24~ 105/10/30	Resort Operations: Recreational Amenities	
8	105/10/31~ 105/11/06	Teamwork: Front-of-the-House Management	Assignment
9	105/11/07~ 105/11/13	Teamwork: Heart-of-the-House Management	Quiz
10	105/11/14~ 105/11/20	Midterm Exam Week	
11	105/11/21~ 105/11/27	Resort Operations: Guest Activities	
12	105/11/28~ 105/12/04	Experience Creation	Assignment

13	105/12/05 ~ 105/12/11	Spas & Wellness	
14	105/12/12 ~ 105/12/18	Resort Marketing and Environment Management	
15	105/12/19 ~ 105/12/25	Project Presentation	Assignment
16	105/12/26 ~ 106/01/01	Project Presentation	Quiz
17	106/01/02 ~ 106/01/08	The Challenges of Resort Management	
18	106/01/09 ~ 106/01/15	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbook(s)	Gee, C. K. (2010). World of Resorts: From Development to Management (3rd Ed.): Prentice Hall PTR.		
Reference(s)	Mill, R. C. (2008). Resorts: Management and Operation (2nd Ed.): Wiley		
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 5.0 %   ◆ Mark of Usual : 40.0 %   ◆ Midterm Exam : 15.0 % ◆ Final Exam : 20.0 % ◆ Other (Quizzes) : 20.0 %		
Note	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> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		