

Tamkang University Academic Year 105, 1st Semester Course Syllabus

Course Title	INTERNATIONAL TOUR LEAD AND GUIDE APPLICATION	Instructor	CHEN I-LING
Course Class	TQTXB4A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4A	Details	◆ Required ◆ One Semester ◆ 3 Credits
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			
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	This course aims to provide a preparation of being a tour guide/leader in contemporary touring industries. An overview of essential knowledge including conducting tours, interpretation skills, attitude, psychology, international etiquette, and other related issues will be presented. Additionally, students will apply the knowledge to operate as a tour guide/leader at various case studies.		

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	Work in groups and discuss tour operation management to meet various situations on touring	C4	ABCDE
2	Demonstrate an understanding of the knowledge of tour guide/leader	C2	ABCD
3	Be able to independently start up and operate as a tour guide/leader	P3	ABCDE

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Work in groups and discuss tour operation management to meet various situations on touring	Lecture, Discussion, Problem solving	Written test, Report, Participation
2	Demonstrate an understanding of the knowledge of tour guide/leader	Lecture, Discussion, Problem solving	Written test, Report, Participation
3	Be able to independently start up and operate as a tour guide/leader	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	Tour Conducting: Tour Leader vs. Tour Guide	
3	105/09/26 ~ 105/10/02	Know Your Audience	
4	105/10/03 ~ 105/10/09	Mechanics of Guiding	Assignment
5	105/10/10 ~ 105/10/16	MultiDay Tours	
6	105/10/17 ~ 105/10/23	Working Relationships	
7	105/10/24 ~ 105/10/30	Issues and Actions: Expecting the Unexpected	Assignment
8	105/10/31 ~ 105/11/06	Teamwork: Handling Problematic Situations	Quiz
9	105/11/07 ~ 105/11/13	International Etiquette	
10	105/11/14 ~ 105/11/20	Midterm Exam Week	
11	105/11/21 ~ 105/11/27	Communication of Knowledge and Information	
12	105/11/28 ~ 105/12/04	Interpretation	

13	105/12/05 ~ 105/12/11	Guiding Skills	Assignment
14	105/12/12 ~ 105/12/18	Group Management	
15	105/12/19 ~ 105/12/25	Individual Operation: Service & Interpretation	Assignment
16	105/12/26 ~ 106/01/01	Individual Operation: Service & Interpretation	Quiz
17	106/01/02 ~ 106/01/08	Preparation for Qualified Tour Guides/Leaders	
18	106/01/09 ~ 106/01/15	Final Exam Week	
Requirement	<p>1. Points will be deducted for non-examination item of assessment (-10% per calendar day late) unless making a request to the instructor at least 24 hours prior to the submission date. The request must be made in writing and contain satisfactorily supporting documents (i.e. a certified medical condition or exceptional circumstances).</p> <p>2. Students are required to participate in group work. Students who fail to work with team members will receive 0 points for the assessment item, which consist of 30% of the overall course grade.</p> <p>3. Students are expected to have a responsibility to maintain academic integrity in learning. Cheating or plagiarism in examinations or other forms of assessment will result in failure in this course.</p> <p>4. 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>		
Teaching Facility	Computer, Projector		
Textbook(s)	Mancini, M. (2001). Conducting Tours: A Practical Guide: Cengage Learning.		
Reference(s)			
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 5.0 % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : 15.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other 〈Quizzes〉 : 20.0 %</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>		