

Tamkang University Academic Year 105, 1st Semester Course Syllabus

Course Title	TOURISM PLANNING	Instructor	HUANG, YUNG-KUEI
Course Class	TQTXB4A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ 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			
<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>This course introduces principles and practices of travel planning and operations, particularly pertaining to package or customized tours. Students will develop understandings of relationships among various tour parameters, such as transportation, lodging, dining, sightseeing, attractions and shopping in delivery of package or customized tours. Students will have the opportunity to conduct destination research, design itineraries, evaluate and analyze costs, and develop communication strategies to promote tour products.</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	Students will develop understandings of various tour parameters.	C2	D
2	Student will have the ability to design feasible and profitable tours for different target markets.	C6	ACD
3	Students will develop greater knowledge about domestic and international tourism destinations.	C6	AD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Students will develop understandings of various tour parameters.	Lecture, Discussion, Simulation	Written test, Report
2	Student will have the ability to design feasible and profitable tours for different target markets.	Lecture, Discussion, Simulation, Problem solving	Report, present
3	Students will develop greater knowledge about domestic and international tourism destinations.	Lecture, Discussion, Simulation	Written test, Report, Oral

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	Orientation	
2	105/09/19 ~ 105/09/25	Characteristics of Tour Products	
3	105/09/26 ~ 105/10/02	Travel Planning Procedures for Domestic Tours	
4	105/10/03 ~ 105/10/09	Lodging and Transportation Planning for Domestic Tours	
5	105/10/10 ~ 105/10/16	Selection of Destinations and Activities	
6	105/10/17 ~ 105/10/23	Cost Analysis of Domestic Tours	
7	105/10/24 ~ 105/10/30	Planning General Domestic Tours	
8	105/10/31 ~ 105/11/06	Planning Domestic Tours for Different Market Segments	
9	105/11/07 ~ 105/11/13	Practices	
10	105/11/14 ~ 105/11/20	Midterm Exam Week	
11	105/11/21 ~ 105/11/27	Travel Planning Procedures for International Tours	
12	105/11/28 ~ 105/12/04	Role of Local Agents in Foreign Destinations	

13	105/12/05 ~ 105/12/11	Cost Analysis of International Tours	
14	105/12/12 ~ 105/12/18	Risk Analysis and Evaluations of Tours & Marketing Tour Products	
15	105/12/19 ~ 105/12/25	Individual Presentations	
16	105/12/26 ~ 106/01/01	Individual Presentations	
17	106/01/02 ~ 106/01/08	Individual Presentations	
18	106/01/09 ~ 106/01/15	Final Exam Week	
Requirement	<p>1. If you have missed at least 18 hours of class (please be aware that unexcused absences incur penalties on hours of absences) by the 14th week, you will receive 0 points for the final grade on this subject.</p> <p>2. Final exam is replaced by international tour plans (two persons a group). Your team must conduct an oral presentation and submit a plan report.</p> <p>3. There are two domestic tour plans for you to complete during the semester. You must conduct an oral presentation and submit a plan report for these two tour plans.</p> <p>4. Mark of usual consists of in-class and take-home assignments, quizzes and participation.</p>		
Teaching Facility	Computer, Projector		
Textbook(s)	Gordon R Bartlett (2014). How to Start and Operate a Profitable Tour Business: Make Money While Traveling and Guiding Tours.		
Reference(s)	鍾任榮(2016) 旅遊行程規劃: 實務應用導向. 第二版		
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : % ◆ Mark of Usual : 25.0 % ◆ Midterm Exam : 10.0 %</p> <p>◆ Final Exam : 25.0 %</p> <p>◆ Other 〈Domestic Tour Plans〉 : 40.0 %</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>		