

Tamkang University Academic Year 105, 2nd Semester Course Syllabus

Course Title	TOURISM RESOURCE MANAGEMENT	Instructor	CHI, SHAN JU
Course Class	TQTXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	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	This course aims at introducing tourism resources and management of tourism resources to students. The theoretical knowledge will be supported by real practices through case studies, guest speech, field trip, and a 18-hour off-campus service learning.		

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 introduce types of tourism resources	C2	D
2	to introduce how to manage tourism resources	C5	ACDE
3	to experience real practices in tourism resources management through a 18-hour service learning	C6	CE

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	to introduce types of tourism resources	Lecture, Discussion, Problem solving	Written test, Report, Participation
2	to introduce how to manage tourism resources	Lecture, Discussion, Visit, Problem solving	Written test, Report, Participation
3	to experience real practices in tourism resources management through a 18-hour service learning	Practicum, Visit, Problem solving	Practicum, 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	106/02/13 ~ 106/02/19	Course Orientation	
2	106/02/20 ~ 106/02/26	Tourism Resources	
3	106/02/27 ~ 106/03/05	Introduction to Service Learning	
4	106/03/06 ~ 106/03/12	Strategy for Angor	
5	106/03/13 ~ 106/03/19	Competitiveness Model for a Destination	
6	106/03/20 ~ 106/03/26	Preparation for Service Learning (Field trip on 3/22)	Field trip on 3/22; thus no class on 3/21 and 3/23)
7	106/03/27 ~ 106/04/02	Destination Management and Marketing	
8	106/04/03 ~ 106/04/09	Spring Break	
9	106/04/10 ~ 106/04/16	Tourism Development and Tourism Planning; 1 reflection on service learning	
10	106/04/17 ~ 106/04/23	Midterm Exam Week	
11	106/04/24 ~ 106/04/30	Board Game	

12	106/05/01 ~ 106/05/07	Tourism Impacts	
13	106/05/08 ~ 106/05/14	Role Play (1)	
14	106/05/15 ~ 106/05/21	Role Play (2)	
15	106/05/22 ~ 106/05/28	2nd Reflection on Service Learning; Seasonality in Tourism	
16	106/05/29 ~ 106/06/04	Preparation for Wrap-up Presentation on Service Learning	
17	106/06/05 ~ 106/06/11	Wrap-up Presentation on Service Learning (celebration for service learning)	
18	106/06/12 ~ 106/06/18	Final Exam Week	
Requirement	<p>1. Students who take this course need to fulfill a 18-hour service learning in cooperated organization during their spare time (weekends).</p> <p>2. Article 38</p> <p>2. 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>3. This course requires high participation and emphasizes in-class interaction and discussion.</p> <p>4. Mark of usual includes: in-class activity and feedback in class: 10% board game playing and reflection: 10% role play (participation) and reflection: 10% Midterm will be an open-book written form. Final exam refers to your service learning (tour guiding) performance. Other includes: field trip: 10% preparation for service learning: 10% service learning diary: 5% service learning group reflection: 5%</p>		
Teaching Facility	Computer, Projector, Other (other pops)		
Textbook(s)	Edited booklet of handouts		
Reference(s)	Reference list will be given on each week's slideshow.		
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other 〈service learning〉 : 30.0 %		

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>
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