

Tamkang University Academic Year 106, 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"> ◆ 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			
<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 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 problem occurring 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	Written test
2	to understand the regulations and contracts related with a travel agency	Lecture	Written test, Report, Participation
3	to learn how to manage and solve the problem occurring in the travel agency business	Lecture, Discussion	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	106/09/18 ~ 106/09/24	Course orientation	
2	106/09/25 ~ 106/10/01	What do travel agencies do?	
3	106/10/02 ~ 106/10/08	Tour Components	
4	106/10/09 ~ 106/10/15	Tour Components and tourism-related sectors	in-class assignment 1
5	106/10/16 ~ 106/10/22	Employment in the travel and tourism industry	
6	106/10/23 ~ 106/10/29	The impact of the internet on travel agencies	
7	106/10/30 ~ 106/11/05	in-class assignment 2	
8	106/11/06 ~ 106/11/12	in-class assignment 3	
9	106/11/13 ~ 106/11/19	Tour planning and operation 1	
10	106/11/20 ~ 106/11/26	Midterm Exam Week	
11	106/11/27 ~ 106/12/03	guest speech	speech reflection essay
12	106/12/04 ~ 106/12/10	Tour planning and operation 2	

13	106/12/11 ~ 106/12/17	in-class assignment 4	
14	106/12/18 ~ 106/12/24	group meetings	
15	106/12/25 ~ 106/12/31	group meetings	meeting summary
16	107/01/01 ~ 107/01/07	final presentations	
17	107/01/08 ~ 107/01/14	final presentastions	
18	107/01/15 ~ 107/01/21	Final Exam Week	
Requirement	<p>Mark of usual = in-class participation/feedback</p> <p>The assignments count for 40% for total; they are listed below: 4 in-class assignments; each counts for 5% = 20% 1 reflection essay on guest speech, which counts for 10% 1 meeting summary, which counts for another 10%</p> <p>No late submission is allowed.</p>		
Teaching Facility	Computer, Projector		
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.		
Number of Assignment(s)	6 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other (assignments) : 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>		