

Tamkang University Academic Year 106, 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 for contemporary tourists. An overview of essential knowledge including conducting tours, interpretation skills, attitude, psychology, 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	ABCE
2	Demonstrate an understanding of the knowledge of tour guide/leader	C2	BD
3	Be able to independently start up and operate as a tour guide/leader	P3	BCE

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, Simulation, Problem solving	Written test, Report

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 Introduction and Overview	
2	106/09/25 ~ 106/10/01	Tour Conducting: Tour Leader vs. Tour Guide	
3	106/10/02 ~ 106/10/08	Know Your Audience	
4	106/10/09 ~ 106/10/15	Mechanics of Guiding	Assignment
5	106/10/16 ~ 106/10/22	MultiDay Tours	
6	106/10/23 ~ 106/10/29	Issues and Actions: Expecting the Unexpected	Assignment
7	106/10/30 ~ 106/11/05	Working Relationships	
8	106/11/06 ~ 106/11/12	Teamwork: Handling Problematic Situations I	Assignment, Quiz
9	106/11/13 ~ 106/11/19	Teamwork: Handling Problematic Situations II	
10	106/11/20 ~ 106/11/26	Midterm Exam Week	
11	106/11/27 ~ 106/12/03	Tourist Experience	
12	106/12/04 ~ 106/12/10	Communication	Quiz

13	106/12/11 ~ 106/12/17	Guiding Skills	
14	106/12/18 ~ 106/12/24	Group Management	Assignment
15	106/12/25 ~ 106/12/31	Individual Operation I	
16	107/01/01 ~ 107/01/07	Individual Operation II	Assignment, Quiz
17	107/01/08 ~ 107/01/14	Individual Operation III	
18	107/01/15 ~ 107/01/21	Final Exam Week	
Requirement	Students are required to team up themselves to come up with discussions in class.		
Teaching Facility	Computer, Projector		
Textbook(s)			
Reference(s)	Mancini, M. (2001). Conducting Tours: A Practical Guide: Cengage Learning.		
Number of Assignment(s)	5 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 80.0 % ◆ Midterm Exam : 10.0 % ◆ Final Exam : 10.0 % ◆ Other < > : %		
Note	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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		