

## Tamkang University Academic Year 106, 1st Semester Course Syllabus

Course Title	E-COMMERCE ON TOURISM	Instructor	LI-HSIN CHEN
Course Class	TQTXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> <li>◆ Selective</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul>
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"> <li>A. Ability to analyze and solve problems.</li> <li>B. Ability to communicate in English.</li> <li>C. Proper service and work attitude.</li> <li>D. Tourism management knowledge.</li> <li>E. Tourism management skills.</li> </ul>			
Course Introduction	<p>This course offers students with a basic understanding of E-Commerce strategies and the information communication technology used in the tourism industry. It will also provide students with an introduction to technology' s role in ensuring competitive advantage in today' s tourism business environment. Furthermore, it will discuss the fundamentals of the Internet and its role in past, present, and future developments in E-Commerce and E-Marketing initiatives for the industry.</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	Comprehend terminology, concepts, principles, applications, and trends in tourism information technology.	C2	AB
2	Assess the impact of specific technologies on operational performance in the tourism industry	C4	ABC
3	Develop an appreciation of the use of information technology in various sectors of tourism	C6	ABCDE

### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Comprehend terminology, concepts, principles, applications, and trends in tourism information technology.	Lecture, Discussion	Written test
2	Assess the impact of specific technologies on operational performance in the tourism industry	Lecture, Discussion	Report
3	Develop an appreciation of the use of information technology in various sectors of tourism	Lecture, Discussion, Appreciation, Problem solving	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	Syllabus and Course Overview	
2	106/09/25 ~ 106/10/01	Part 1. Introduction to Tourism and Information Technology	
3	106/10/02 ~ 106/10/08	Part 1. Introduction to Tourism and Information Technology	
4	106/10/09 ~ 106/10/15	Part 1. Introduction to Tourism and Information Technology	
5	106/10/16 ~ 106/10/22	Part 2. Travel Intermediaries and Social Media	
6	106/10/23 ~ 106/10/29	Part 2. Travel Intermediaries and Social Media	
7	106/10/30 ~ 106/11/05	Part 2. Travel Intermediaries and Social Media	
8	106/11/06 ~ 106/11/12	Part 3. Mobility and Information Technology	
9	106/11/13 ~ 106/11/19	Part 3. Mobility and Information Technology	
10	106/11/20 ~ 106/11/26	Midterm Exam Week	
11	106/11/27 ~ 106/12/03	Part 4. Tourist Experiences and Information Technology	

12	106/12/04 ~ 106/12/10	Part 4. Tourist Experiences and Information Technology	
13	106/12/11 ~ 106/12/17	Part 4. Tourist Experiences and Information Technology	
14	106/12/18 ~ 106/12/24	Part 5. The Issues and Trend of E-Commerce and Tourism	
15	106/12/25 ~ 106/12/31	Part 5. The Issues and Trend of E-Commerce and Tourism	
16	107/01/01 ~ 107/01/07	Final Project Presentation	
17	107/01/08 ~ 107/01/14	Final Project Presentation	
18	107/01/15 ~ 107/01/21	Final Exam Week	
Requirement	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.		
Teaching Facility	Computer, Projector		
Textbook(s)	Benckendorff, P. J., Sheldon, P. J., & Fesenmaier, D. R. (2014). Tourism information technology. 2nd Edition. CABI Tourism Texts. ISBN: 1780641850, 9781780641850		
Reference(s)			
Number of Assignment(s)	12 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 %    ◆ Mark of Usual : 20.0 %    ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other (Group project) : 30.0 %</p>		
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>		