

Tamkang University Academic Year 106, 2nd Semester Course Syllabus

Course Title	TOURISM GEOGRAPHY	Instructor	WEILI JASMINE CHEN
Course Class	TQTXB1B DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1B	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>Tourism geography explores a wide range of interests including the environmental and cultural impacts of tourism, and the geographies of tourism and leisure economies. It aims to answer concerns relate to tourism industry and management challenges. The course will apply the working group methodology. Working in groups, students identify what they already know, what they need to know, and how and where to access new information that may lead to resolution of the problem. The instructor will facilitate learning by supporting, guiding, and monitoring the learning process.</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 have a clear understanding of the technical terms involved in defining and measuring tourism.	C4	A
2	Students will be able to aware and demonstrate the phenomenon of the "new tourist" for various regions and destinations.	P5	D
3	Students will demonstrate tourism geography core competencies to the next generations' learners and consumers.	A6	E

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Students will have a clear understanding of the technical terms involved in defining and measuring tourism.	Lecture, Problem solving	Written test, Report, Participation, demo
2	Students will be able to aware and demonstrate the phenomenon of the "new tourist" for various regions and destinations.	Discussion, Problem solving	Report, Participation
3	Students will demonstrate tourism geography core competencies to the next generations' learners and consumers.	Lecture, Discussion, demo	Written test, Report, events

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	107/02/26~ 107/03/04	Motilities: Concepts and Definitions of Travel, Tourism and Migration	Questionnaire; Groups, Trivia
2	107/03/05~ 107/03/11	A systematic review of the world, region and local; UNWTO Tourism Highlights and Trends	UNWTO, 2017
3	107/03/12~ 107/03/18	I. "World" Aspects: Intl. Tourism Flow; International Tourist Arrivals; UNWTO Regions (Europe); CH 9 The past as a foreign country: heritage as tourism	
4	107/03/19~ 107/03/25	I. International Tourism Receipts; UNWTO Regions (Asia & the Pacific, Americas)	
5	107/03/26~ 107/04/01	I. World's Top Tourism Destinations; Outbound Tourism; Regionas (Africa, Middle East)	
6	107/04/02~ 107/04/08	I. Top outbound markets; Tourism Towards 2030	
7	107/04/09~ 107/04/15	Student Learning Accessment (Exam); Applications	
8	107/04/16~ 107/04/22	Spring Break	
9	107/04/23~ 107/04/29	II. "Regional" Aspects: European Tourism 2015-Trends & Prospects; CH 8 Theming the urban landscape	European Travel Commission

10	107/04/30 ~ 107/05/06	Midterm Exam Week	
11	107/05/07 ~ 107/05/13	II. "Regional" Aspects: European Tourism 2015-Trends & Prospects; Economic landscape of tourism (CH 4); (I); Fieldworks/Site visits	5/8 no class
12	107/05/14 ~ 107/05/20	Tourism Geography Applications	5/19 (Sat) 0750~1600 fieldtrip
13	107/05/21 ~ 107/05/27	III. "Local" Aspects: Understanding Tourism Places and Spaces; Project	
14	107/05/28 ~ 107/06/03	III. CH 5 Social-cultural relations and experiences in tourism; Project	
15	107/06/04 ~ 107/06/10	III. CH 10 Nature, risk and geo exploration in tourism; Project	6/7 no class
16	107/06/11 ~ 107/06/17	III. Identity and speciality tourism; Project Time	
17	107/06/18 ~ 107/06/24	Student Learning Assessment (Project Presentation/Prep); Applications	
18	107/06/25 ~ 107/07/01	Final Exam Week	
Requirement	<p>ALWAYS use respect and courtesy when responding to others during class sessions.</p> <p>1. Points will be deducted for late work (-10% per calendar day late) unless negotiated with the instructor in advance of the due date. Please plan ahead to avoid last-minute technology problems. (作業遲交者：24小時內扣10%；24小時後不收件·不接受求情)。</p> <p>2. Any leave excuse shall be communicated to the instructor in person prior to classes. (學生若有公假、事假應於「課程前」親自告知老師·否則視為缺席)</p> <p>3. The following behaviors will be STRONG discouraged (using cell phones, iPod, iPad, lap top computers that are not related to course; games, putting make-ups, napping, & reading one's own materials in classes; longer than 5-min leave from classroom without notice to instructor). 心思不在課堂者」(如：課程進行間學生若無故使用手機及iPad, iPod等、傳簡訊、玩電玩、打撲克牌、化妝、無故睡覺、看自己的書、離開教室超過5分鐘者·該堂課的參與成績為零。</p>		
Teaching Facility	Computer, Projector, Other (Field works)		
Textbook(s)	Williams, S., & Lew, A. A. (2015). Tourism Geography: cultural Understandings of Place, Space and Experience. Oxon, UK: Routledge.		
Reference(s)	<p>UNWTO (2015). UNWTO Tourism highlights. 2016 Edition. Online Available: http://mkt.unwto.org/publication/unwto-tourism-highlights-2016-edition</p> <p>European Travel Commission (2016). European Tourism 2015-Trends & Prospects. Q4/2015. Online Available: http://www.etc-corporate.org/reports/european-tourism-2015-trends-and-prospects-(q4-2015)</p>		
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : % ◆ Mark of Usual : 25.0 % ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : 25.0 %</p> <p>◆ Other <demonstrations> : 25.0 %</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>
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