

Tamkang University Academic Year 106, 2nd Semester Course Syllabus

Course Title	SPECIAL INTEREST TOURISM	Instructor	CHEN I-LING
Course Class	TQTXB4A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4A	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	<p>Contemporary tourists are pursuing novel and authentic experiences instead of consuming traditional offerings. Special interest tourism (SIT) comprises different special interest travel forms which have become known as niche markets over recent years and gained popularity among the specific tourists and industries. This course provides students with an appreciation of a range of SIT would appeal to tourists' diverse experiences. Students will learn as tourism managers how to respond to the trends by engaging with tourists and better designing products for an exciting and dynamic future.</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	Critical thinkers: Understanding and reasoning the diversity of tourist experiences appealed from different types of special interest tourism	C4	BD
2	Competent professionals: Ability to generate ideas and knowledge on planning and management of special interest tourism	C6	BD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Critical thinkers: Understanding and reasoning the diversity of tourist experiences appealed from different types of special interest tourism	Lecture, Discussion, Appreciation	Written test, Report, Participation
2	Competent professionals: Ability to generate ideas and knowledge on planning and management of special interest tourism	Lecture, Discussion, Problem solving	Written test, 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	107/02/26 ~ 107/03/04	Course orientation	
2	107/03/05 ~ 107/03/11	From mass tourism to niche markets: Provision and impacts	
3	107/03/12 ~ 107/03/18	Tourist engaging experiences	
4	107/03/19 ~ 107/03/25	Cultural and heritage tourism	
5	107/03/26 ~ 107/04/01	Dark tourism	
6	107/04/02 ~ 107/04/08	Adventure tourism	
7	107/04/09 ~ 107/04/15	Ecotourism	
8	107/04/16 ~ 107/04/22	Foods tourism	
9	107/04/23 ~ 107/04/29	Pilgrimage tourism	
10	107/04/30 ~ 107/05/06	Midterm Exam Week	
11	107/05/07 ~ 107/05/13	Aboriginal tourism	
12	107/05/14 ~ 107/05/20	Project presentation	Assignment

13	107/05/21 ~ 107/05/27	Project presentation	
14	107/05/28 ~ 107/06/03	Project presentation	
15	107/06/04 ~ 107/06/10	Graduate Exam Week	
16	107/06/11 ~ 107/06/17	---	
17	107/06/18 ~ 107/06/24	---	
18	107/06/25 ~ 107/07/01	---	
Requirement	Students are required to team up themselves to come up with discussions in class.		
Teaching Facility	Computer, Projector		
Textbook(s)	Douglas, N., Douglas, N. & Derrett, R. (2001). Special interest tourism. John Wiley and Sons Australia, Ltd.		
Reference(s)			
Number of Assignment(s)	1 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 30.0 % ◆ Other (assignment & report) : 30.0 %		
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.		