

## Tamkang University Academic Year 107, 1st Semester Course Syllabus

Course Title	TOURISM INDUSTRY ETHICS	Instructor	WEILI JASMINE 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>“To ensure that tourism has lasting positive effects, we need to build a more sustainable sector among all actors. The companies that commit to the UNWTO Global Code of Ethics for Tourism are leading by example in promoting ethical, responsible and sustainable tourism development.”</p> <p>- Zurab Pololikashvili, UNWTO Secretary-General</p> <p>*Syllabus is subject to change. Check iClass often for updates of learning resources.</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	1. To enstill learners sense of ethics in tourism industry described by the UNWTO.	A5	AC
2	2. To have the skills and experiences in conflict management.	P4	ABCDE

### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	1. To enstill learners sense of ethics in tourism industry described by the UNWTO.	Lecture, Discussion, Problem solving	Practicum, Report, cases
2	2. To have the skills and experiences in conflict management.	Simulation, Problem solving	Practicum

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	107/09/10 ~ 107/09/16	Course orientation; Intro of instructors & students; Your world view(s) discussion	
2	107/09/17 ~ 107/09/23	Why? Global Code of Ethics for Tourism; Dilemma Case 1	
3	107/09/24 ~ 107/09/30	Tourism's contribution to mutual understanding and respect between peoples and societies	9/24 (Mon) National holiday-no class
4	107/10/01 ~ 107/10/07	Tourism as a vehicle for individual and collective fulfilment	
5	107/10/08 ~ 107/10/14	Applications & Analysis (on Overbooking by Air Carriers)	Analysis 1 due (10%)
6	107/10/15 ~ 107/10/21	Tourism, a factor of sustainable development	
7	107/10/22 ~ 107/10/28	Tourism, a user of the cultural heritage of mankind and contributor to its enhancement	
8	107/10/29 ~ 107/11/04	Tourism, a beneficial activity for host countries and communities	Analysis 2 due (10%)
9	107/11/05 ~ 107/11/11	Obligations of stakeholders in tourism development; Dilemma Case 2	

10	107/11/12 ~ 107/11/18	Midterm Exam Week	
11	107/11/19 ~ 107/11/25	Right to tourism; Liberty of tourist movements	
12	107/11/26 ~ 107/12/02	Rights of the workers and entrepreneurs in the tourism industry	
13	107/12/03 ~ 107/12/09	Picturing a conflict; conflict mapping	Analysis 3 draft
14	107/12/10 ~ 107/12/16	3Rs Matrix	Analysis 3 due (10%)
15	107/12/17 ~ 107/12/23	Skills workshop: Questioning, probing, reframing	
16	107/12/24 ~ 107/12/30	Process management of conflict transformation (Role play I)	
17	107/12/31 ~ 108/01/06	Process management of conflict transformation (Role play II)	20%
18	108/01/07 ~ 108/01/13	Final Exam Week	
Requirement	<p>Encouraging: 1. Open-minded &amp; Willing to try new things 2. Happy to interact with instructor &amp; classmates 3. Can also enjoy learning, discovery, &amp; diversity</p> <p>Strongly discouraged:</p> <p>1. Cheating and plagiarism will receive zero on the task(s): References and acknowledgement of the original author(s) or source must be made through appropriate references.</p> <p>2. Points will be deducted for □late work □(-50% per calendar day late) unless negotiated with the instructor in advance of the due date/hour. □Not accepting after 24 hours. Please plan ahead to avoid last-minute technology problems. No name, no grade.</p> <p>3. Any leave excuse shall be communicated to the instructor in person prior to classes.</p> <p>4. The following behaviors will be STRONGLY discouraged</p> <ul style="list-style-type: none"> <li>-Using cell phones for chats (Line, FB, message...) &amp; shopping</li> <li>iPod, iPad, lap top computers that are not related to course</li> <li>Unrelated games, film from smart phones</li> <li>-Napping/sleeping</li> <li>-Reading one' s own materials/doing your own homework in classes</li> <li>-Longer than 5-min leave from classroom during the class.</li> </ul> <p>You will lose opportunities for Bonus!</p>		
Teaching Facility	Computer, Projector		
Textbook(s)	Please download and management your reading materials from iClass.		
Reference(s)	Tourism ethics / David A. Fennell. 2018. Bristol, Channel Review Publications. ISBN 9781845416348		
Number of Assignment(s)	3 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other &lt;Conflict M Role Play&gt; : 20.0 %</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>
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