

Tamkang University Academic Year 107, 1st Semester Course Syllabus

Course Title	INTERNATIONAL RESORT MANAGEMENT	Instructor	
Course Class	TQTXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	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>Resort management is part of the hospitality and lodging industry. In a large resort, a general manager may be in charge of all operations while overseeing various other managers, such as those who oversee food and beverage, maintenance and activities departments, or in the front office. Resort managers must be familiar with all aspects of the industry. The main subject of this course is to offer students a broad view of resort management and the knowledge/skills required in practice.</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-Charaterizing, | 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	Studies are able to encompass the supervision of resort facilities, knowledge, skills and practices pertaining to the industry, such as the reception of guests, food and beverage services, recreation and convention planning, accounting, maintenance, supervisory and overall management techniques. Communications and human relations are emphasized.	C3	ABCDE
2	Assessment Studies are able to encompass the supervision of resort facilities, knowledge, skills and practices pertaining to the industry, such as the reception of guests, food and beverage services, recreation and convention planning, accounting, maintenance, supervisory and overall management techniques. Communications and human relations are emphasized.	P2	ABCDE
3	Assessment Studies are able to encompass the supervision of resort facilities, knowledge, skills and practices pertaining to the industry, such as the reception of guests, food and beverage services, recreation and convention planning, accounting, maintenance, supervisory and overall management techniques. Communications and human relations are emphasized.	A4	ABCDE

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment

1	<p>Studies are able to encompass the supervision of resort facilities, knowledge, skills and practices pertaining to the industry, such as the reception of guests, food and beverage services, recreation and convention planning, accounting, maintenance, supervisory and overall management techniques. Communications and human relations are emphasized.</p>	Lecture, Discussion, Problem solving	Written test, Report, Participation
2	<p>Assessment Studies are able to encompass the supervision of resort facilities, knowledge, skills and practices pertaining to the industry, such as the reception of guests, food and beverage services, recreation and convention planning, accounting, maintenance, supervisory and overall management techniques. Communications and human relations are emphasized.</p>	Lecture, Discussion, Problem solving	Written test, Report, Participation
3	<p>Assessment Studies are able to encompass the supervision of resort facilities, knowledge, skills and practices pertaining to the industry, such as the reception of guests, food and beverage services, recreation and convention planning, accounting, maintenance, supervisory and overall management techniques. Communications and human relations are emphasized.</p>	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	107/09/10 ~ 107/09/16	Introduction	
2	107/09/17 ~ 107/09/23	Management overview	
3	107/09/24 ~ 107/09/30	Resort facilities_1	
4	107/10/01 ~ 107/10/07	Resort facilities_2	
5	107/10/08 ~ 107/10/14	Human resource for the resort management	
6	107/10/15 ~ 107/10/21	Customers' perspectives	
7	107/10/22 ~ 107/10/28	Food/liquor fundamental_1	
8	107/10/29 ~ 107/11/04	Food/liquor fundamental_2	
9	107/11/05 ~ 107/11/11	Review & case study	
10	107/11/12 ~ 107/11/18	Midterm Exam Week	
11	107/11/19 ~ 107/11/25	Service training	
12	107/11/26 ~ 107/12/02	Problem solving skills	

13	107/12/03 ~ 107/12/09	Accounting management	
14	107/12/10 ~ 107/12/16	Case studies	
15	107/12/17 ~ 107/12/23	Advantages and challenges of resort management	
16	107/12/24 ~ 107/12/30	Group presentation	
17	107/12/31 ~ 108/01/06	Group presentation	
18	108/01/07 ~ 108/01/13	Final Exam Week	
Requirement	No food and drink during the course hours. Cell phone can only be used with permission.		
Teaching Facility	Computer, Projector		
Textbook(s)			
Reference(s)	Robert Christie Mill(2011). Resorts: Management and Operation. Wiley. Peter E. Murphy(2011). The Business of Resort Management. Taylor & Francis.		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other 〈group presentation〉 : 20.0 %		
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.		