

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

Course Title	INTERNATIONAL TOUR LEAD AND GUIDE APPLICATION	Instructor	
Course Class	TQTXB4A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4A	Details	<ul style="list-style-type: none"> <li>◆ Required</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul>
<p>Departmental Aim of Education</p>			
<p>To develop talented managers with international competitive advantage in the tourism industry.</p>			
<p>Departmental core competences</p>			
<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 is the preparation for tour managers and guides. It provides students an in-depth knowledge on tour operation management. The course explores the different faces of a tour operator, the essentials of being a good tour manager, and the interrelationship between resource management and tourism planning and development. The goal of this course is to prepare students with skills, knowledge and leadership that useful in the real world.</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	(1) To describe the essentials of being a good tour manager (2) To define and describe the different types of traveling groups (3) To understand the legal issue associated with common tourism business practices (4) To develop an understanding of the concepts of tourism planning (5) To explore the interrelationship between resource management and tourism planning	A5	ABCDE

#### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	(1) To describe the essentials of being a good tour manager (2) To define and describe the different types of traveling groups (3) To understand the legal issue associated with common tourism business practices (4) To develop an understanding of the concepts of tourism planning (5) To explore the interrelationship between resource management and tourism planning	Lecture, Discussion, Simulation, Practicum, Problem solving	Written test, Practicum, 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	Course Orientation	
2	107/09/17~ 107/09/23	Tour Guiding 101	Current #1
3	107/09/24~ 107/09/30	Different Faces of a Tour Guide	Current #2
4	107/10/01~ 107/10/07	Qualifications	Current #3
5	107/10/08~ 107/10/14	The Essentials	
6	107/10/15~ 107/10/21	Public Speaking	Current #4
7	107/10/22~ 107/10/28	Turn the Idea into Reality	Current #5
8	107/10/29~ 107/11/04	Pricing	
9	107/11/05~ 107/11/11	Review	Current #6
10	107/11/12~ 107/11/18	Midterm Exam Week	
11	107/11/19~ 107/11/25	Marketing plan	Paper Due
12	107/11/26~ 107/12/02	Yes or NO	

13	107/12/03 ~ 107/12/09	Dealing with Problem	Current #7
14	107/12/10 ~ 107/12/16	Heads-up	Current #8
15	107/12/17 ~ 107/12/23	Destination Tourism	Current #9
16	107/12/24 ~ 107/12/30	Sustainability	Current #10
17	107/12/31 ~ 108/01/06	Review	
18	108/01/07 ~ 108/01/13	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbook(s)	Manning, Nick (2014). How to be a Tour Guide. The essential training manual for tour managers and tour guides.		
Reference(s)			
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 %   ◆ Mark of Usual : 40.0 %   ◆ Midterm Exam : 10.0 % ◆ Final Exam : 10.0 % ◆ Other 〈Group〉 : 20.0 %		
Note	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> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		