

Tamkang University Academic Year 107, 2nd Semester Course Syllabus

Course Title	TOURISM RESOURCE MANAGEMENT	Instructor	CHI, SHAN JU
Course Class	TQTXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Departmental core competences			
<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	This course aims at introducing tourism resources and management of tourism resources to students. The theoretical knowledge will be supported by realpractices through case studies, in-class activities, group discussion, and an 18-hour service learning.		

The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I. Objective Levels (select applicable ones) :

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|-------------------------|-------------------------------------|---------------------------|
| (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	to introduce types of tourism resources	C2	D
2	to introduce how to manage tourism resources	C5	ACDE
3	to experience real practice in tourism resources management through an 18-hour service learning	C6	CE

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	to introduce types of tourism resources	Lecture, Discussion	Written test
2	to introduce how to manage tourism resources	Lecture, Discussion, Problem solving	Written test, Report, Participation
3	to experience real practice in tourism resources management through an 18-hour service learning	Problem solving, S.L.	S.L.

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	108/02/18 ~ 108/02/24	Course Introduction	
2	108/02/25 ~ 108/03/03	Tourism Resources	
3	108/03/04 ~ 108/03/10	Introduction to Service Learning	
4	108/03/11 ~ 108/03/17	Strategy for Angkor	
5	108/03/18 ~ 108/03/24	Preparation for Service Learning	
6	108/03/25 ~ 108/03/31	Field trip	
7	108/04/01 ~ 108/04/07	Spring Break	
8	108/04/08 ~ 108/04/14	Destination Competitiveness Model	
9	108/04/15 ~ 108/04/21	Tourism Development and Tourism Planning	
10	108/04/22 ~ 108/04/28	Midterm Exam Week	
11	108/04/29 ~ 108/05/05	Board Game	
12	108/05/06 ~ 108/05/12	Tourism Impacts	

13	108/05/13 ~ 108/05/19	Role Play (1)	
14	108/05/20 ~ 108/05/26	Role Play (2)	
15	108/05/27 ~ 108/06/02	Reflection on service learning	
16	108/06/03 ~ 108/06/09	Destination Management and Destination Marketing	
17	108/06/10 ~ 108/06/16	Wrap-up Presentation on Service Learning and Class Closure	
18	108/06/17 ~ 108/06/23	Final Exam Week	
Requirement	<p>1. Marking explanation: Mark of usual = role play reflection and board game reflection 20% + in-class participation 10% Midterm exam: written exam: 20% Final exam: Wrap-up presentation (for service learning): 20% Others - Service learning: preparation + journal + group reflection: 30%</p> <p>2. An teaching/educational action research will be conducted in this course; tape recording/filming will be necessary. Please attend course orientation and extra seminar session for further details. No attendance to these functions will be advised to quit this course.(這門課有獲得教育部的教學研究補助，因此，課堂當中將會不定期錄音或者錄影，請務必參加課程說明會獲得更詳細的資訊。沒參加課程說明的同學會建議不要修習此課程，因為會對於此課程的進行方式不夠清楚，產生未來不必要的問題。)</p> <p>3. No mark will be given to attendance; however, students who have the record for being absent for 18 and above hours will be NQ (not qualified for final exam 扣考).</p> <p>4. Class involvement/engagement is required.</p>		
Teaching Facility	Computer, Projector, Other (Props)		
Textbook(s)	Handouts will be given.		
Reference(s)	Reference list will be shown to students in class or on iclass.		
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other (S. L.) : 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.		