

Tamkang University Academic Year 107, 2nd Semester Course Syllabus

Course Title	TRAVEL AGENCY PRACTICE AND MANAGEMENT	Instructor	CHEN, SHU-CHUAN
Course Class	TQTXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	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>The course exposes students to knowledge on the operations and management of travel agencies of the tourism industry. It equips them with skills of how to manage travel agency operation related procedures and activities enabling them to become effective managers.</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	Knowledge of the tour operations industry	C2	ABCDE
2	Knowledge and skills of tour operators' products	C3	ABCDE
3	Knowledge and skills essential in the administration and management of tour operations as a business	C3	ABCDE

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Knowledge of the tour operations industry	Lecture, Discussion, Appreciation	Written test
2	Knowledge and skills of tour operators' products	Lecture, Discussion, Problem solving	Written test, Report
3	Knowledge and skills essential in the administration and management of tour operations as a business	Lecture, Discussion, Appreciation, Practicum	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	108/02/18 ~ 108/02/24	Introduction	
2	108/02/25 ~ 108/03/03	The establishment of a travel agency	
3	108/03/04 ~ 108/03/10	The operation and management of travel products	
4	108/03/11 ~ 108/03/17	The promotion of travel agencies	
5	108/03/18 ~ 108/03/24	The service management of travel agencies	Quiz 1
6	108/03/25 ~ 108/03/31	The product quality control of travel agencies	
7	108/04/01 ~ 108/04/07	spring break	
8	108/04/08 ~ 108/04/14	Interview with the top managers	
9	108/04/15 ~ 108/04/21	review and interview report	
10	108/04/22 ~ 108/04/28	Midterm Exam Week	
11	108/04/29 ~ 108/05/05	Human resource management of travel agencies	
12	108/05/06 ~ 108/05/12	Financial management of travel agencies	

13	108/05/13 ~ 108/05/19	Risk management of travel agencies	Quiz 2
14	108/05/20 ~ 108/05/26	The strategies of travel agency promotion	
15	108/05/27 ~ 108/06/02	The development trend of the international travel agencies	
16	108/06/03 ~ 108/06/09	Final presentation	
17	108/06/10 ~ 108/06/16	Final presentation	
18	108/06/17 ~ 108/06/23	Final Exam Week	
Requirement	Students are required to participate in the class discussion and conduct group projects.		
Teaching Facility	Computer, Projector		
Textbook(s)	Syratt and Archer (2003). Manual of Travel Agency Practice, Third Edition. Butterworth-Heinemann.		
Reference(s)			
Number of Assignment(s)	3 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other (group presentation) : 20.0 %</p>		
Note	<p>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.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>		