

Tamkang University Academic Year 107, 2nd Semester Course Syllabus

Course Title	TOURISM PROJECT	Instructor	I-HSUAN SHIH
Course Class	TQTXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	<ul style="list-style-type: none"> ◆ Required ◆ 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>This course is for students to demonstrate and consolidate their knowledge and skills of their four-years of hard work. It provides students the opportunities to choose from varies projects which includes but is not limited to: (1) research project; (2) marketing video project; (3) hotel project; (4) board game design project. During the semester, students need to regularly meet with their mentoring professor to accomplish their final project. Students are expected to have a comprehensive insight in the field of hospitality.</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 demonstrate the understanding of the hospitality and tourism field (2) To consolidate the skills and knowledge of the hospitality and tourism industry (3) To understand the comprehensive business practices in the industry (4) To cultivate critical thinking skills with a hospitality perspective (5) To prepare students with a high degree of professionalism and hospitality throughout their careers	A4	ABCDE

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment

1	<p>(1) To demonstrate the understanding of the hospitality and tourism field</p> <p>(2) To consolidate the skills and knowledge of the hospitality and tourism industry</p> <p>(3) To understand the comprehensive business practices in the industry</p> <p>(4) To cultivate critical thinking skills with a hospitality perspective</p> <p>(5) To prepare students with a high degree of professionalism and hospitality throughout their careers</p>	Simulation, Practicum, Problem solving	Report, Participation
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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 of the course	Class schedule
2	108/02/25 ~ 108/03/03	Project Preparation (teammates)	Please Sign the group sheet in front of 417
3	108/03/04 ~ 108/03/10	Project Preparation (Topics)	Submit the project decision form through iClass

4	108/03/11 ~ 108/03/17	Project Preparation (Motivation)	Submit the written proposal for "motivation behind the project" through iClass
5	108/03/18 ~ 108/03/24	Presentation for Group Motivation with timeline	
6	108/03/25 ~ 108/03/31	Presentation for Group Motivation with timeline	
7	108/04/01 ~ 108/04/07	No Class	Spring Break
8	108/04/08 ~ 108/04/14	Guest Speaker TBA	
9	108/04/15 ~ 108/04/21	Prepare the midterm result report	Submit the Midterm Result through iClass
10	108/04/22 ~ 108/04/28	Midterm Exam Week	
11	108/04/29 ~ 108/05/05	Preparation for the final presentation	
12	108/05/06 ~ 108/05/12	Preparation for the final presentation	
13	108/05/13 ~ 108/05/19	Hotel Project Presentation	
14	108/05/20 ~ 108/05/26	Board Game Day	Snack, drink, and game
15	108/05/27 ~ 108/06/02	Graduate Exam Week	
16	108/06/03 ~ 108/06/09	---	
17	108/06/10 ~ 108/06/16	---	
18	108/06/17 ~ 108/06/23	---	
Requirement	Students MUST submit a hard copy of e-portfolio as a requirement for this subject.		
Teaching Facility	(None)		
Textbook(s)			
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : % ◆ Final Exam : % ◆ Other 〈Project〉 : 60.0 %		

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>
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