

Tamkang University Academic Year 107, 2nd Semester Course Syllabus

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| Course Title | SPECIAL INTEREST TOURISM | Instructor | |
| Course Class | TQTXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P | Details | ♦ 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 | | | |
| 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 | Special interest tourism is defined as travelling with the primary motivation of practicing or enjoying a special interest. This can include unusual hobbies, activities, themes or destinations, which tend to attract niche markets. Students in this course will learn as tourism managers how to respond to the trends by engaging with tourists and better designing products for an exciting and dynamic future. | | |
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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-Characterizing, 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.Making conceptual distinctions between Special Interest Tourism and Mass tourism. | C2 | BD |
| 2 | 2.Demonstrate a variety of special interest tourism product categories as presented in this course and associated stakeholders' needs. | C4 | BD |
| 3 | 3.Understand tourist typologies related to the special interest tourism categories presented in this course, their specific needs, desires and impacts as they relate to management and marketing. | C5 | BD |

Teaching Objectives, Teaching Methods and Assessment

| No. | Teaching Objectives | Teaching Methods | Assessment |
|-----|--|---------------------|-------------------------------------|
| 1 | 1.Making conceptual distinctions between Special Interest Tourism and Mass tourism. | Lecture, Discussion | Practicum, Participation |
| 2 | 2.Demonstrate a variety of special interest tourism product categories as presented in this course and associated stakeholders' needs. | Lecture, Discussion | Written test, Report, Participation |
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| 3 | 3.Understand tourist typologies related to the special interest tourism categories presented in this course, their specific needs, desires and impacts as they relate to management and marketing. | Lecture, Discussion, Appreciation, Simulation, Practicum | Written test, Practicum, 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 |
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| ◆ 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 to the course | |
| 2 | 108/02/25 ~ 108/03/03 | What is Special interest tourism | |
| 3 | 108/03/04 ~ 108/03/10 | Dark tourism | |
| 4 | 108/03/11 ~ 108/03/17 | Adventure tourism | |
| 5 | 108/03/18 ~ 108/03/24 | Silver tourism | |
| 6 | 108/03/25 ~ 108/03/31 | Roots tourism | |
| 7 | 108/04/01 ~ 108/04/07 | Religious tourism | |
| 8 | 108/04/08 ~ 108/04/14 | Cultural and heritage tourism | |
| 9 | 108/04/15 ~ 108/04/21 | Review | |

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|-------------------------|--|--------------------|--|
| 10 | 108/04/22 ~ 108/04/28 | Midterm Exam Week | |
| 11 | 108/04/29 ~ 108/05/05 | Wellness tourism | |
| 12 | 108/05/06 ~ 108/05/12 | Ecotourism | |
| 13 | 108/05/13 ~ 108/05/19 | Culinary tourism | |
| 14 | 108/05/20 ~ 108/05/26 | Review | |
| 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 | In this course, the students are requested to report upon Special interest tourism related topics. | | |
| Teaching Facility | Computer, Projector | | |
| Textbook(s) | | | |
| Reference(s) | | | |
| Number of Assignment(s) | 2 (Filled in by assignment instructor only) | | |
| Grading Policy | ◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 30.0 % ◆ Other 〈Theme analysis〉 : 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. | | |