

## Tamkang University Academic Year 107, 2nd Semester Course Syllabus

Course Title	HERITAGE RESOURCES TOURISM	Instructor	CHI, SHAN JU
Course Class	TQTXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	<ul style="list-style-type: none"> <li>◆ Selective</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul>
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"> <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 aims at introducing types of heritage and heritage tourism to students. It also aims at building up students' awareness of heritage conservation and heritage resource management. Case studies will be discussed.</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-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	to introduce types of heritage and heritage tourism	C2	D
2	to introduce heritage sites and their conservation and provision of tourism attractions	C5	AD
3	to updated current heritage protection situations and issues	C5	ACD

### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	to introduce types of heritage and heritage tourism	Lecture, Discussion	Written test, Report
2	to introduce heritage sites and their conservation and provision of tourism attractions	Lecture, Discussion	Written test, Report
3	to updated current heritage protection situations and issues	Lecture, Discussion	Written test, Report

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	Introduction to World Heritage and World Heritage Sites	
3	108/03/04 ~ 108/03/10	Cultural Tourist Typology	
4	108/03/11 ~ 108/03/17	Destination Management	
5	108/03/18 ~ 108/03/24	Case Study: Strategy for Angkor	
6	108/03/25 ~ 108/03/31	Visitor Management	
7	108/04/01 ~ 108/04/07	Spring break	
8	108/04/08 ~ 108/04/14	Case study: Shirakawa-go and Gokayama	
9	108/04/15 ~ 108/04/21	Case Study: Socio economic impacts of heritage tourism on its locality-Borobudur Temple, Yogyakarta, Indonesia	
10	108/04/22 ~ 108/04/28	Midterm Exam Week	
11	108/04/29 ~ 108/05/05	Field Trip: Long-Shan Temple	

12	108/05/06 ~ 108/05/12	Case Study: Tourism and the perceptions of local communities-Ayutthaya, Thailand	
13	108/05/13 ~ 108/05/19	Case Study: Heritage and Identity - Singapore	
14	108/05/20 ~ 108/05/26	Final Presentation starts	
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	1. The course hugely emphasizes on teamwork and in-class participation and presentation. 2. Students who plagiarize will be rewarded a direct zero (for this course). 3. Mark of usual includes class participation, feedback, in-class activities, mini essay writing-up and etc.		
Teaching Facility	Computer, Projector		
Textbook(s)	Handouts will be uploaded to iclass for students to download themselves.		
Reference(s)			
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 %   ◆ Mark of Usual : 30.0 %   ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other < > :        %		
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>		