

## Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	INTRODUCTION OF TOURISM DEVELOPMENT	Instructor	CHIEN-MU YEH
Course Class	TQTXB1A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	◆ General Course ◆ Required ◆ One Semester
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.			
Subject Departmental core competences			
A. Ability to analyze and solve problems.(ratio:25.00)  B. Ability to communicate in English.(ratio:25.00)  D. Tourism management knowledge.(ratio:50.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:50.00)  5. Independent thinking. (ratio:50.00)			
Course Introduction	This subject is designed to enrich students' understanding of tourism knowledge, including the tourism industry, tourism marketing, quality service, service providers, transportation, accommodations, hospitality, destinations. The economic, political, environmental, social and culture impacts on tourism are also discussed.		

**The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.**

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	Understand the development of the tourism industry	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABD	15	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

**Course Schedule**

Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	Course introduction, tourism industry	
2	108/09/16 ~ 108/09/22	Marketing to the traveling public	
3	108/09/23 ~ 108/09/29	Marketing to the traveling public	
4	108/09/30 ~ 108/10/06	Delivering quality tourism services	
5	108/10/07 ~ 108/10/13	Delivering quality tourism services	
6	108/10/14 ~ 108/10/20	Bringing travelers and tourism service suppliers together	
7	108/10/21 ~ 108/10/27	Accommodations	
8	108/10/28 ~ 108/11/03	Food and Beverage	
9	108/11/04 ~ 108/11/10	Destinations	
10	108/11/11 ~ 108/11/17	Midterm Exam Week	

11	108/11/18 ~ 108/11/24	Economic and political impacts on tourism	
12	108/11/25 ~ 108/12/01	Field Trip on 11/27	
13	108/12/02 ~ 108/12/08	Environmental and social/culture impacts on tourism	
14	108/12/09 ~ 108/12/15	Sustaining tourism's benefits	
15	108/12/16 ~ 108/12/22	The future of tourism	
16	108/12/23 ~ 108/12/29	Group presentation	
17	108/12/30 ~ 109/01/05	Group presentation	
18	109/01/06 ~ 109/01/12	Final Exam Week (Date:109/1/3-109/1/9)	
Requirement	If a student's class absence reaches one-third of the total class hours (in a semester) for this course, the course instructor will notify the Office of Academic Affairs, and the student will not be allowed to take part in the remaining course examinations and will receive a semester grade (for this course) of zero.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Cook, R. A., Hsu, C. H. C. and Marqua, J. J. (2014), Tourism: The Business of Hospitality and Travel (5th edition), Boston: Pearson. (華泰文化代理)		
References			
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance :                %    ◆ Mark of Usual : 40.0 %    ◆ Midterm Exam : 20.0 % ◆ Final Exam :    20.0 % ◆ Other 〈Presentation〉 : 20.0 %		
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>		