

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

Course Title	INTERNATIONAL RESORT MANAGEMENT	Instructor	CHEN, SHU-CHUAN
Course Class	TQTXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	◆ General Course ◆ Selective ◆ 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) C. Proper service and work attitude.(ratio:10.00) D. Tourism management knowledge.(ratio:25.00) E. Tourism management skills.(ratio:15.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:20.00) 5. Independent thinking. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:20.00)			
Course Introduction	Resort management is part of the hospitality and lodging industry. In a large resort, a general manager may be in charge of all operations while overseeing various other managers, such as those who oversee food and beverage, maintenance and activities departments, or in the front office. Resort managers must be familiar with all aspects of the industry. The main subject of this course is to offer students a broad view of resort management and the knowledge/skills required in practice.		

**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	Studies are able to encompass the supervision of resort facilities, knowledge, skills and practices pertaining to the industry, such as the reception of guests, food and beverage services, recreation and convention planning, accounting, maintenance, supervisory and overall management techniques. Communications and human relations are emphasized.	Cognitive
2	Assessment Studies are able to encompass the supervision of resort facilities, knowledge, skills and practices pertaining to the industry, such as the reception of guests, food and beverage services, recreation and convention planning, accounting, maintenance, supervisory and overall management techniques. Communications and human relations are emphasized.	Psychomotor
3	Assessment Studies are able to encompass the supervision of resort facilities, knowledge, skills and practices pertaining to the industry, such as the reception of guests, food and beverage services, recreation and convention planning, accounting, maintenance, supervisory and overall management techniques. Communications and human relations are emphasized.	Affective

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	1357	Lecture, Discussion, Experience	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

2	ABC	123	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
3	BCDE	357	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

#### Course Schedule

Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	Introduction	
2	108/09/16 ~ 108/09/22	Management overview	
3	108/09/23 ~ 108/09/29	Resort facilities_1	
4	108/09/30 ~ 108/10/06	Resort facilities_2	
5	108/10/07 ~ 108/10/13	Human resource for the resort management	
6	108/10/14 ~ 108/10/20	Customers' perspectives	
7	108/10/21 ~ 108/10/27	Food/liquor fundamental_1	
8	108/10/28 ~ 108/11/03	Food/liquor fundamental_2	
9	108/11/04 ~ 108/11/10	Review & case study	
10	108/11/11 ~ 108/11/17	Midterm Exam Week	
11	108/11/18 ~ 108/11/24	Service training	
12	108/11/25 ~ 108/12/01	Problem solving skills	
13	108/12/02 ~ 108/12/08	Accounting management	
14	108/12/09 ~ 108/12/15	Case studies	
15	108/12/16 ~ 108/12/22	Advantages and challenges of resort management	
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

No food and drink during the course hours. Cell phone can only be used with permission.

Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	
References	Robert Christie Mill(2011). Resorts: Management and Operation. Wiley. Peter E. Murphy(2011). The Business of Resort Management. Taylor & Francis.
Number of Assignment(s)	(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 <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>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>