

Tamkang University Academic Year 108, 1st Semester Course Syllabus

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| Course Title | INTERNATIONAL TOUR LEAD AND GUIDE APPLICATION | Instructor | I-HSUAN SHIH |
| Course Class | TQTXB4A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4A | Details | <ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester |
| Departmental Aim of Education | | | |
| To develop talented managers with international competitive advantage in the tourism industry. | | | |
| Subject Departmental core competences | | | |
| <ul style="list-style-type: none"> 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 | | | |
| <ul style="list-style-type: none"> 1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:20.00) | | | |

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| Course Introduction | <p>This course is a preparation for tour managers and guides. It provides students an in-depth background on tour operation management. The course explores the different faces of a tour operator, the essentials of being a good tour manager, and the interrelationship between resource management and tourism planning and development. The goal of this course is to prepare students with skills, knowledge, and leadership that is useful in the real world.</p> |
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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 |
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| 1 | (1) To describe the essentials of being a good tour manager (2) To define and describe the different types of traveling groups (3) To understand the legal issues associated with common tourism business practices (4) To develop an understanding of the concepts of tourism planning (5) To explore the interrelationship between resource management and tourism planning | Cognitive |

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

| No. | Core Competences | Essential Virtues | Teaching Methods | Assessment |
|-----|------------------|-------------------|---|---|
| 1 | ABCDE | 1234567 | Lecture, Discussion, Practicum, Experience, Imitation | Testing, Discussion(including classroom and online), Report(including oral and written), Activity Participation |

| Course Schedule | | | |
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| Week | Date | Course Contents | Note |
| 1 | 108/09/09 ~ 108/09/15 | Course Introduction | Self Introduction |
| 2 | 108/09/16 ~ 108/09/22 | Tour Guiding 101 | Current Event #1 |
| 3 | 108/09/23 ~ 108/09/29 | Tour Guiding 101 | Current Event #2 |
| 4 | 108/09/30 ~ 108/10/06 | Learning the Ropes | Current Event #3 |
| 5 | 108/10/07 ~ 108/10/13 | Learning the Ropes | Current Event #4 |
| 6 | 108/10/14 ~ 108/10/20 | Your First Tour | Current Event #5 |
| 7 | 108/10/21 ~ 108/10/27 | Turn the Idea into Reality | |
| 8 | 108/10/28 ~ 108/11/03 | Pricing Your Tour | |
| 9 | 108/11/04 ~ 108/11/10 | Movie about tour guiding | |
| 10 | 108/11/11 ~ 108/11/17 | Midterm Exam Week | |
| 11 | 108/11/18 ~ 108/11/24 | Key Concepts | Current Event #6 |
| 12 | 108/11/25 ~ 108/12/01 | Market Yourself | Current Event #7 |
| 13 | 108/12/02 ~ 108/12/08 | Offline Marketing | Current Event #8 |
| 14 | 108/12/09 ~ 108/12/15 | Online Marketing | Current Event #9 |
| 15 | 108/12/16 ~ 108/12/22 | The Tricky Stuff | Current Event #10 |
| 16 | 108/12/23 ~ 108/12/29 | Things I Wish I Had Been Told | |
| 17 | 108/12/30 ~ 109/01/05 | Review | |
| 18 | 109/01/06 ~ 109/01/12 | Final Exam Week (Date:109/1/3-109/1/9) | |
| Requirement | | | |
| Teaching Facility | | Computer, Projector | |
| Textbooks and Teaching Materials | | Manning, Nick (2014). How to be a Tour Guide. The essential training manual for tour managers and tour guides. | |
| References | | | |
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| Number of Assignment(s) | 12 (Filled in by assignment instructor only) |
| Grading Policy | <ul style="list-style-type: none"> ◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other (Paper) : 20.0 % |
| 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> |