

Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	INTERNATIONAL TOUR LEAD AND GUIDE APPLICATION	Instructor	I-HSUAN SHIH
Course Class	TQTXB4B DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4B	Details	<ul style="list-style-type: none"> ◆ 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.			
S u b j e c t 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"> 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) 			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
<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) 			

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
1	<p>(1) To describe the essentials of being a good tour manager</p> <p>(2) To define and describe the different types of traveling groups</p> <p>(3) To understand the legal issues associated with common tourism business practices</p> <p>(4) To develop an understanding of the concepts of tourism planning</p> <p>(5) To explore the interrelationship between resource management and tourism planning</p>	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			
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			

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>