

## Tamkang University Academic Year 108, 2nd Semester Course Syllabus

Course Title	TOURISM MANAGEMENT AND OPERATIONS	Instructor	CHIH-LIN CHUNG
Course Class	TLTXB2P DEPARTMENT OF TRANSPORTATION MANAGEMENT, 2P	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</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			
<p>I. To obtain professional transportation knowledge.</p> <p>II. To familiarize with execution of transportation practices.</p> <p>III. To master oral expression and teamwork.</p> <p>IV. To capture basic skills of system analysis.</p> <p>V. To emphasize professional transportation ethics.</p>			
Subject Departmental core competences			
<p>B. To familiarize with practice-oriented professional skills.(ratio:80.00)</p> <p>E. To build transportation ethics, care for humanity, and global visions.(ratio:20.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:10.00)</p> <p>2. Information literacy. (ratio:10.00)</p> <p>3. A vision for the future. (ratio:5.00)</p> <p>4. Moral integrity. (ratio:10.00)</p> <p>5. Independent thinking. (ratio:20.00)</p> <p>6. A cheerful attitude and healthy lifestyle. (ratio:20.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:15.00)</p> <p>8. A sense of aesthetic appreciation. (ratio:10.00)</p>			

Course Introduction	<p>This course introduces the tourism industry from a business perspective. The first part focuses on tourism marketing and services; the second part highlights service providers, including transportation, accommodations, dining, attractions and destinations; the third part incorporates Halloween, Thanksgiving, and Christmas with the textbook knowledge.</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	Students could understand the fundamental of tourism business administration.	Cognitive
2	Students could capture the overall tourism status and trend.	Cognitive
3	Students could understand the connection between transportation and tourism.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	B	145	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
2	E	267	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

3	BE	38	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
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Course Schedule

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Introduction	
2	109/03/09 ~ 109/03/15	Tourism Promoter: Government Agency	
3	109/03/16 ~ 109/03/22	Tourism Marketing Strategy: Product	
4	109/03/23 ~ 109/03/29	Tourism Marketing Strategy: Price	
5	109/03/30 ~ 109/04/05	Spring Break	
6	109/04/06 ~ 109/04/12	Tourism Marketing Strategy: Place	
7	109/04/13 ~ 109/04/19	Tourism Marketing Strategy: Promotion	
8	109/04/20 ~ 109/04/26	Tourism Promoter: Travel Agency	
9	109/04/27 ~ 109/05/03	Midterm Exam Week	
10	109/05/04 ~ 109/05/10	MICE (Meetings, Incentives, Conferencing, Exhibition)	
11	109/05/11 ~ 109/05/17	Special Holidays and Tourism	
12	109/05/18 ~ 109/05/24	Tourism Service	
13	109/05/25 ~ 109/05/31	Tourism Supplier: Transportation	
14	109/06/01 ~ 109/06/07	Tourism Supplier: Food and Beverage (Restaurant Impossible)	
15	109/06/08 ~ 109/06/14	Tourism Supplier: Food and Beverage (Restaurant Impossible)	
16	109/06/15 ~ 109/06/21	Course Overview	
17	109/06/22 ~ 109/06/28	Final Exam Week (Date:109/6/18-109/6/24)	
18	109/06/29 ~ 109/07/05	Supplementary teaching: Field Trip (Smart City Expo)	

Requirement	This course is for students who are interested in English and tourism. Class participation is REQUIRED. "Regular attendance" is key to pass this course.

Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	Cook, Hsu, Marqua (2014), Tourism: The Business of Hospitality and Travel (5/e), Hwatai publishing .
References	Online materials
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 10.0 %    ◆ Mark of Usual : 60.0 %    ◆ Midterm Exam : 15.0 %</p> <p>◆ Final Exam : 15.0 %</p> <p>◆ Other &lt; &gt; : %</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>