

Tamkang University Academic Year 108, 2nd Semester Course Syllabus

Course Title	TOURISM ADMINISTRATION AND LAW	Instructor	JUAN, PIN-JU
Course Class	TQTXB1B DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1B	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:40.00) B. Ability to communicate in English.(ratio:5.00) C. Proper service and work attitude.(ratio:15.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:20.00) 			
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:20.00) 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	This course introduces the laws and policies in tourism and hospitality industry in Taiwan. The students are expected to deeply understand the rationale for these laws, regulations and policies.		

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	1.It introduces the laws and policies in tourism and hospitality industry in Taiwan.	Cognitive
2	2.The students are expected to deeply understand the rationale for these laws, regulations and policies.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12357	Lecture, Practicum	Testing, Study Assignments, Practicum
2	ABCDE	12357	Lecture, Discussion, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Chapter 1. Introduction and Definitions for Tourism Policy	
2	109/03/09 ~ 109/03/15	Chapter 2. Counseling of Tourism Industry	
3	109/03/16 ~ 109/03/22	Chapter 3. Schedule of Penalties Applicable under the Tourism Development Act	
4	109/03/23 ~ 109/03/29	Chapter 4. Tourism Organization	
5	109/03/30 ~ 109/04/05	Chapter 5. Statute for the Development of Tourism	
6	109/04/06 ~ 109/04/12	Chapter 6. Legislation in Scenic Spots and Tourism	

7	109/04/13 ~ 109/04/19	Chapter 7. Legislation in National Parks of Taiwan & Forest Recreation Areas	
8	109/04/20 ~ 109/04/26	Chapter 8. Regulations Governing Recreation Areas	
9	109/04/27 ~ 109/05/03	Midterm Exam Week	
10	109/05/04 ~ 109/05/10	Chapter 9. Guideline for Review of Application for Tourist Amusement Enterprise	
11	109/05/11 ~ 109/05/17	Chapter 10. The Regulations of New Tourism Industry	
12	109/05/18 ~ 109/05/24	Chapter 11. Regulation Governing Travel Agencies	
13	109/05/25 ~ 109/05/31	Chapter 12. Regulations Governing Travel Agencies	
14	109/06/01 ~ 109/06/07	Chapter 13. The Regulations of Tour manager, Tourist guide, and tourist interpreter in Taiwan	
15	109/06/08 ~ 109/06/14	Chapter 14. Incident, Accident & Complaint Handling in Tourism Business	
16	109/06/15 ~ 109/06/21	Chapter 15. Regulation for travel quality assurance	
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: Chapter 16. Regulation for travel about tourist from Mainland China; Chapter 17. Regulations for the Management of tourist from China, Hong Kong and Macao; Chapter 18. Regulation for the Management of Tourist Hotel Enterprises; Chapter 19. Regulation for the Management of Hotel Enterprises; Chapter 20. Regulations for the Management of Home Stay	
Requirement	請假依學生手冊規定，會有扣考。老師視上課情況調整評分標準。 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	邱長光、蕭仕榮 (2013) · 觀光行政與法規 · 一版一刷 · 台北市：華立圖書。 徐世杰、蔡進祥、鄧秀玉、賴子敬(2019) · 領隊與導遊實務2020：重點整理、試題解析、考照攻略。台北市：前程文化。		

Number of Assignment(s)	30 (Filled in by assignment instructor only)
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 50.0 % ◆ Midterm Exam : 10.0 % ◆ Final Exam : 20.0 % ◆ Other () : %
Note	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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.