

Tamkang University Academic Year 108, 2nd Semester Course Syllabus

Course Title	TRAVEL AGENCY PRACTICE AND MANAGEMENT	Instructor	CHEN, SHU-CHUAN
Course Class	TQTXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	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:20.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:10.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:20.00) 3. A vision for the future. (ratio:30.00) 4. Moral integrity. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:30.00)			
Course Introduction	The course exposes students to knowledge on the operations and management of travel agencies of the tourism industry. It equips them with skills of how to manage travel agency operation related procedures and activities enabling them to become effective managers.		

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	Knowledge of the tour operations industry	Cognitive
2	Knowledge and skills of tour operators' products	Cognitive
3	Knowledge and skills essential in the administration and management of tour operations as a business	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	1347	Lecture, Discussion, Experience	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
2	ABCDE	1347	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
3	ABCDE	1347	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Introduction	
2	109/03/09 ~ 109/03/15	The history of travel industry	

3	109/03/16 ~ 109/03/22	The establishment of a travel agency	
4	109/03/23 ~ 109/03/29	The operation and management of travel products	
5	109/03/30 ~ 109/04/05	The service management of travel agencies	Quiz 1
6	109/04/06 ~ 109/04/12	The product quality control of travel agencies	
7	109/04/13 ~ 109/04/19	Interview with the top managers	
8	109/04/20 ~ 109/04/26	Review	
9	109/04/27 ~ 109/05/03	Midterm Exam Week	
10	109/05/04 ~ 109/05/10	Interview presentation	
11	109/05/11 ~ 109/05/17	Human resource management of travel agencies	
12	109/05/18 ~ 109/05/24	Financial management of travel agencies	
13	109/05/25 ~ 109/05/31	The promotion of travel agencies	Quiz 2
14	109/06/01 ~ 109/06/07	The development trend of the international travel agencies	
15	109/06/08 ~ 109/06/14	Final presentation	
16	109/06/15 ~ 109/06/21	Final presentation	
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: Final presentation	
Requirement		Students are required to participate in the class discussion and conduct group projects.	
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		Syratt and Archer (2003). Manual of Travel Agency Practice, Third Edition. Butterworth-Heinemann.	
References			

Number of Assignment(s)	3 (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 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>