

Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	INTRODUCTION OF TOURISM DEVELOPMENT	Instructor	CHIEN-MU YEH
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			
<p>A. Ability to analyze and solve problems.(ratio:25.00)</p> <p>B. Ability to communicate in English.(ratio:25.00)</p> <p>D. Tourism management knowledge.(ratio:50.00)</p>			
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			
<p>1. A global perspective. (ratio:50.00)</p> <p>5. Independent thinking. (ratio:50.00)</p>			
Course Introduction	<p>This subject is designed to enrich students' understanding of tourism knowledge, including the tourism industry, tourism marketing, quality service, service providers, transportation, accommodations, hospitality, destinations. The economic, political, environmental, social and culture impacts on tourism are also discussed.</p>		

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	Understand the development of the tourism industry	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABD	15	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Course introduction, tourism industry	
2	109/09/21 ~ 109/09/27	Marketing to the traveling public	
3	109/09/28 ~ 109/10/04	Marketing to the traveling public	
4	109/10/05 ~ 109/10/11	Delivering quality tourism services	Online Asynchronous Instruction
5	109/10/12 ~ 109/10/18	Bringing travelers and tourism service suppliers together	
6	109/10/19 ~ 109/10/25	Field Trip	Field Trip on 10/21. No class on 10/21
7	109/10/26 ~ 109/11/01	Accommodations	
8	109/11/02 ~ 109/11/08	Food and Beverage	Online Asynchronous Instruction
9	109/11/09 ~ 109/11/15	Destinations	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	

11	109/11/23 ~ 109/11/29	Economic and political impacts on tourism	
12	109/11/30 ~ 109/12/06	Field Trip on 11/27	
13	109/12/07 ~ 109/12/13	Environmental and social/culture impacts on tourism	
14	109/12/14 ~ 109/12/20	Sustaining tourism's benefits	Online Asynchronous Instruction
15	109/12/21 ~ 109/12/27	The future of tourism	
16	109/12/28 ~ 110/01/03	Group presentation	
17	110/01/04 ~ 110/01/10	Group presentation	
18	110/01/11 ~ 110/01/17	Final Exam Week	
Requirement	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	Cook, R. A., Hsu, C. H. C. and Marqua, J. J. (2014), Tourism: The Business of Hospitality and Travel (5th edition), Boston: Pearson. (華泰文化代理)		
References			
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other 〈Presentation〉 : 20.0 %		
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.		