

Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	TOURISM GEOGRAPHY	Instructor	WEILI JASMINE CHEN
Course Class	TQTXB1P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1P	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:30.00)</p> <p>D. Tourism management knowledge.(ratio:35.00)</p> <p>E. Tourism management skills.(ratio:35.00)</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>7. A spirit of teamwork and dedication. (ratio:50.00)</p>			
Course Introduction	<p>Tourism geography explores a wide range of interests including the environmental and cultural impacts of tourism, and the geographies of tourism and leisure economies. It aims to answer concerns relate to tourism industry and management challenges. Geographical approaches and techniques offer critical insights into everything from local land-use decisions to international conflict. The course will apply active learning (working groups) methodology. The instructor will facilitate learning by supporting, guiding, and monitoring the learning processes.</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	Students will identify and demonstrate the factors affecting tourism patterns at a global level.	Cognitive
2	Students will be able to examine by integrating regional tourism themes of heritage tourism in 2 regions (Europe and Asia & the Pacific).	Psychomotor
3	Students will demonstrate tourism geography core abilities on the urban tourism attributes at the site level.	Affective

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	D	1	Lecture, Discussion, Practicum	Study Assignments, Activity Participation
2	A	7	Discussion, Practicum, Experience	Discussion(including classroom and online), Practicum, Activity Participation
3	E	7	Practicum, Experience	Report(including oral and written), Activity Participation, Working groups

Course Schedule

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	I. Global scale and visitor motivation	iClass
2	109/09/21 ~ 109/09/27	International tourism mobility	iClass
3	109/09/28 ~ 109/10/04	6 Factors shaping the development of international tourism	
4	109/10/05 ~ 109/10/11	Working groups; Projects and presentations	

5	109/10/12 ~ 109/10/18	World Heritage Database and international collaboration	Online Asynchronous Instruction
6	109/10/19 ~ 109/10/25	II. Regional Scale: Heritage Tourism	Project Google Map & iClass
7	109/10/26 ~ 109/11/01	Roots Tourism (10/31, Saturday, Field trip)	Google Map & iClass
8	109/11/02 ~ 109/11/08	Dark Tourism	Google Map & iClass
9	109/11/09 ~ 109/11/15	Group work	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	Nature-based tourism and case study	Guest speaker
12	109/11/30 ~ 109/12/06	Heritage Tourism	*Tentative fieldtrip (required) Online Asynchronous Instruction
13	109/12/07 ~ 109/12/13	III. Local Scale: Urban tourism	
14	109/12/14 ~ 109/12/20	Inner-city dimensions; Projects and oral presentation	
15	109/12/21 ~ 109/12/27	Nature of place and time-space compression	Padlet & Skype
16	109/12/28 ~ 110/01/03	Project Time: World Heritage Database and international collaboration (Part 2)	Online Asynchronous Instruction
17	110/01/04 ~ 110/01/10	Project Integration	Online Asynchronous Instruction
18	110/01/11 ~ 110/01/17	Final Exam Week	
Requirement	<p>ALWAYS use respect and courtesy when responding to others during class sessions.</p> <p>1. Points will be deducted for late work (-10% per calendar day late) unless negotiated with the instructor in advance of the due date. Please plan ahead to avoid last-minute technology problems. (作業遲交者：24小時內扣10%；24小時後不收件，不接受求情)。</p> <p>2. Any leave excuse shall be communicated to the instructor in person prior to classes. (學生若有公假、事假應於「課程前」親自告知老師，否則視為缺席)</p> <p>3. The following behaviors will be STRONG discouraged (using cell phones, iPod, iPad, lap top computers that are not related to course; games, putting make-ups, napping, & reading one's own materials in classes; longer than 5-min leave from classroom without notice to instructor). 心思不在課堂者」(如：課程進行間學生若無故使用手機及iPad, iPod等、傳簡訊、玩電玩、打撲克牌、化妝、無故睡覺、看自己的書、離開教室超過5分鐘者，該堂課的參與成績為零。</p> <p>4. Students who missed 1/3 of course hours will lost the right to take the final project.</p> <p>5. Responsible smart phone policy: Cell phone use only for course-related learning</p> <p>6. Zero tolerance to swearing in class</p>		
Teaching Facility	Computer, Projector, Other (Field works)		
Textbooks and Teaching Materials	Williams, S., & Lew, A. A. (2015). Tourism Geography: cultural Understandings of Place, Space and Experience. Oxon, UK: Routledge.		

References	<p>UNWTO (2015). UNWTO Tourism highlights. 2016 Edition. Online Available: http://mkt.unwto.org/publication/unwto-tourism-highlights-2016-edition European Travel Commission (2016). European Tourism 2015-Trends & Prospects. Q4/2015. Online Available: http://www.etc-corporate.org/reports/european-tourism-2015-trends-and-prospects-(q4-2015)</p>
Number of Assignment(s)	2 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 25.0 % ◆ Final Exam : 25.0 % ◆ Other (e-demonstrations) : 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>