

Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	PRINCIPLES AND APPLICATION FOR INTERPRETATION	Instructor	CHI, SHAN JU
Course Class	TQTXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems.(ratio:10.00) B. Ability to communicate in English.(ratio:30.00) C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:10.00) E. Tourism management skills.(ratio:30.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 5. Independent thinking. (ratio:30.00) 7. A spirit of teamwork and dedication. (ratio:30.00) 8. A sense of aesthetic appreciation. (ratio:40.00) 			
Course Introduction	This course aims at building up the knowledge of being an on-site interpreter from both theoretical background and on-site practices. Students will be assessed by assignments, presentations, and hands-on activities.		

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	to understand the principles of guiding and on-site interpretation	Cognitive
2	to acquire skills of guiding and on-site interpretation	Cognitive
3	to be able to deliver presentations (on-site interpretations)confidently	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	CDE	578	Lecture, Discussion, Practicum	Testing, Discussion(including classroom and online), Report(including oral and written)
2	ABCE	578	Lecture, Discussion, Practicum	Testing, Discussion(including classroom and online), Report(including oral and written)
3	ABCDE	578	Lecture, Discussion, Practicum	service learning

Course Schedule

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Course Introduction	
2	109/09/21 ~ 109/09/27	What is 'interpretation'? and Warm-up Games	
3	109/09/28 ~ 109/10/04	Interpretation of 'music' and research introduction	
4	109/10/05 ~ 109/10/11	The principle of making a presentation	
5	109/10/12 ~ 109/10/18	Introduction to Service Learning;	
6	109/10/19 ~ 109/10/25	Principles of Interpretations and Field Trip	Oct. 24 field trip; reflection: 5%

7	109/10/26 ~ 109/11/01	Interpretation of ecological and geological sites	exercise: 10%
8	109/11/02 ~ 109/11/08	Interpretation of cultural and historical sites	exercise: 10%
9	109/11/09 ~ 109/11/15	midterm exam starts (oral; 3-minute individual presentation on given topics)	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	Preparation for Service Learning; Guest Speech	preparation: 5%%
12	109/11/30 ~ 109/12/06	Rehearsal (for SL)	
13	109/12/07 ~ 109/12/13	Arrangement for SL	rehearsal: 5%; arrangement: 5%
14	109/12/14 ~ 109/12/20	Rehearsal (for SL)	service learning on weekend
15	109/12/21 ~ 109/12/27	Body Language/Non-verbal Interpretation	service learning on weekend
16	109/12/28 ~ 110/01/03	Team reflection discussion in class/your own style of interpretation	service learning on weekend
17	110/01/04 ~ 110/01/10	Course closure presentation (to review the results of service learning)	
18	110/01/11 ~ 110/01/17	Final Exam Week	
Requirement	<p>1. Service learning is an important requirement in this course; practices and service learning may take place on the weekends; please be aware.</p> <p>2. Students take or want to take this course must attend the classes during the first 2 weeks. In other words, this course doesn't welcome to students who turn up from week 3 and know nothing about the course requirement and regulations. Students who don't show in in first 2 weeks but then attend since week 3 will be encouraged to drop this course.</p> <p>3. Here is how you will be marked:</p> <p>attendance: 10%; random check mark of usual: 30%, it means-</p> <ul style="list-style-type: none"> - class participation: 10% - 2 in-class exercises: each 10% <p>midterm exam: 20%; individual oral presentation on given topics final exam: 20%; service learning performance on sites others (service learning preparation): 20% it means -</p> <ul style="list-style-type: none"> - field trip reflection: 5% - preparation (written): 5% - service learning arrangement: 5% - service learning rehearsal: 5% 		
Teaching Facility	Computer, Projector, Other (teaching aids)		
Textbooks and Teaching Materials			

References	Tilden, Freeman (1977). <i>Interpreting Our Heritage</i> (3rd ed.) Chapel Hill: University of North Carolina Press Beck, Lary and Cable, Ted (2011). <i>The gift of interpretation: 15 guiding principles for interpreting nature and culture</i> (3rd ed.) Urbana: Sagamore Publishing.
Number of Assignment(s)	4 (Filled in by assignment instructor only)
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other (service learning) : 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.