

Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	TOUR PLANNING AND DESIGN	Instructor	CHEN, SHU-CHUAN
Course Class	TQTXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	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:20.00)</p> <p>B. Ability to communicate in English.(ratio:20.00)</p> <p>C. Proper service and work attitude.(ratio:30.00)</p> <p>D. Tourism management knowledge.(ratio:10.00)</p> <p>E. Tourism management skills.(ratio:20.00)</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:20.00)</p> <p>6. A cheerful attitude and healthy lifestyle. (ratio:30.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:30.00)</p> <p>8. A sense of aesthetic appreciation. (ratio:20.00)</p>			
Course Introduction	<p>With growing potential in the community-based tourism, the task of maintaining cultural and environmental integrity in small, fragile communities has never been more critical. This course will provide an in-depth knowledge of tourism planning and various aspects of planning in Taiwan and the rest of the world. It will provide students with the ability to analyse the economic, socio-cultural, environmental and geographical factors that affect tourism, and how this knowledge can be used to provide appropriate plans for sustainable tourism development.</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 are able to analyze the various aspects of designing a tour project.	Affective
2	With a group. students are able to design a tour package in Taiwan.	Cognitive
3	With a group, students are able to design a tour package overseas.	Cognitive
4	Students are able to work as a team to design package tours.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	1678	Lecture, Discussion, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
2	ABCDE	1678	Lecture, Discussion, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
3	ABCDE	1678	Lecture, Discussion, Practicum	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
4	ABCDE	1678	Lecture, Discussion, Experience	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule			
Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Introduction	
2	109/09/21 ~ 109/09/27	Contents preview	
3	109/09/28 ~ 109/10/04	Diverse product characteristics	
4	109/10/05 ~ 109/10/11	Planning and analysis	
5	109/10/12 ~ 109/10/18	Planning and analysis	Quiz 1
6	109/10/19 ~ 109/10/25	Budget planning and analysis	
7	109/10/26 ~ 109/11/01	1st project presentation	
8	109/11/02 ~ 109/11/08	1st project presentation	
9	109/11/09 ~ 109/11/15	Review	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	Theme project introduction	
12	109/11/30 ~ 109/12/06	Respective group meeting	
13	109/12/07 ~ 109/12/13	Respective group meeting	
14	109/12/14 ~ 109/12/20	Respective group meeting	Quiz 2
15	109/12/21 ~ 109/12/27	Theme project presentation	
16	109/12/28 ~ 110/01/03	Theme project presentation	
17	110/01/04 ~ 110/01/10	Review	
18	110/01/11 ~ 110/01/17	Final Exam Week	
Requirement	Students are required to work with teammates to design their own tour packages.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Mason, P. (2008). Tourism Impacts, Planning and Management, Second Edition. Taylor & Francis		
References			

Number of Assignment(s)	4 (Filled in by assignment instructor only)
Grading Policy	<ul style="list-style-type: none"> ◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other (group presentation) : 20.0 %
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>