

Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	TOURISM INDUSTRY ETHICS	Instructor	AI, CHI-HAN
Course Class	TQTXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	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:20.00) B. Ability to communicate in English.(ratio:20.00) C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:30.00) E. Tourism management skills.(ratio:10.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:50.00) 4. Moral integrity. (ratio:50.00)			
Course Introduction	Held in Santiago, Chile, on September 27, 1999, the 13th session of the UNWTO General Assembly (abbreviated from the United Nations World Tourism Organization) adopted the Global Code of Ethics for Tourism. In view of this, the focus of this course is on discussions about the Code’ s ten principles with the students, and the discussions will be conducted weekly in the form of role-playing and case discussions.		

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	1. The in-class discussions consist of the ten principles regarding the ethics of travel and tourism outlined by the UNWTO. 2. With the knowledge of the ten principles of tourism ethics, students are expected to gain an understanding of the practices in conflict management.	Affective

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	14	Lecture, Discussion, Practicum	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 to the course	
2	109/09/21 ~ 109/09/27	Introduction to the course	
3	109/09/28 ~ 109/10/04	Article 1: Tourism's contribution to mutual understanding and respect between peoples and societies	
4	109/10/05 ~ 109/10/11	Article 2: Tourism as a vehicle for individual and collective fulfilment	
5	109/10/12 ~ 109/10/18	Article 3: Tourism, a factor of sustainable development	
6	109/10/19 ~ 109/10/25	Article 4: Tourism, a user of the cultural heritage of mankind and contributor to its enhancement	

7	109/10/26 ~ 109/11/01	Article 5: Tourism, a beneficial activity for host countries and communities	
8	109/11/02 ~ 109/11/08	Article 6: Obligations of stakeholders in tourism development	
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	Article 7: Right to tourism	
12	109/11/30 ~ 109/12/06	Article 8: Liberty of tourist movements	
13	109/12/07 ~ 109/12/13	Article 9: Rights of the workers and entrepreneurs in the tourism industry	
14	109/12/14 ~ 109/12/20	Article 10: Implementation of the principles of the Global Code of Ethics for Tourism	
15	109/12/21 ~ 109/12/27	Case study	
16	109/12/28 ~ 110/01/03	Case study	
17	110/01/04 ~ 110/01/10	Review	
18	110/01/11 ~ 110/01/17	Final Exam Week	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		Please download and management your reading materials from iClass.	
References			
Number of Assignment(s)		2 (Filled in by assignment instructor only)	
Grading Policy		◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other 〈Presentation〉 : 50.0 %	

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>
------	--