

Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	INTERNATIONAL TOUR LEAD AND GUIDE APPLICATION	Instructor	I-HSUAN SHIH
Course Class	TQTXB4A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4A	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			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems.(ratio:25.00) B. Ability to communicate in English.(ratio:25.00) C. Proper service and work attitude.(ratio:10.00) D. Tourism management knowledge.(ratio:25.00) E. Tourism management skills.(ratio:15.00) 			
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			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:20.00) 			

Course Introduction	<p>This course is a preparation for tour managers and guides. It provides students an in-depth back ground on tour operation management. The course explores the different faces of a tour operator, the essentials of being a good tour manager, and the interrelationship between resource management and tourism planning and development. The goal of this course is to prepare students with skills, knowledge, and leadership that is useful in the real world.</p>
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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 describe the essentials of being a good tour manager	Cognitive
2	To define and describe the different types of traveling groups	Affective
3	To understand the legal issues associated with common tourism business practices	Affective
4	To develop an understanding of the concepts of tourism planning	Cognitive
5	To explore the interrelationship between resource management and tourism planning	Affective

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	1234567	Lecture, Discussion, Practicum, Imitation	Discussion(including classroom and online), Activity Participation
2	ABDE	1234567	Lecture, Discussion, Experience, Imitation	Testing, Discussion(including classroom and online)

3	ABCDE	1234567	Lecture, Discussion, Practicum, Experience, Imitation	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
4	ABCDE	1234567	Lecture, Experience	Study Assignments, Activity Participation
5	ABCDE	1234567	Lecture, Discussion, Practicum, Experience, Imitation	Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Course Introduction	Self intro
2	109/09/21 ~ 109/09/27	Tour Guiding 101	CE #1
3	109/09/28 ~ 109/10/04	Tour Guiding 101	CE #2
4	109/10/05 ~ 109/10/11	Learning the Ropes	CE #3
5	109/10/12 ~ 109/10/18	Learning the Ropes	CE #4
6	109/10/19 ~ 109/10/25	Your First Tour	CE #5
7	109/10/26 ~ 109/11/01	Turn the Idea into Reality	
8	109/11/02 ~ 109/11/08	Pricing Your Tour	Quiz 1
9	109/11/09 ~ 109/11/15	Movie about tour guiding	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	Market Yourself/ Key Concepts	CE #6
12	109/11/30 ~ 109/12/06	Market Yourself/ Key Concepts	CE #7
13	109/12/07 ~ 109/12/13	Offline Marketing/ Key Concepts	CE #8
14	109/12/14 ~ 109/12/20	On Marketing/ Key Concepts	CE #9
15	109/12/21 ~ 109/12/27	The Tricky Stuff	CE #10
16	109/12/28 ~ 110/01/03	Things I Wish I Had Been Told	
17	110/01/04 ~ 110/01/10	Overbooked [Elizabeth Becker]	
18	110/01/11 ~ 110/01/17	Final Exam Week	

Requirement	
Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	
References	
Number of Assignment(s)	12 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other 〈Paper〉 : 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>