

Tamkang University Academic Year 109, 2nd Semester Course Syllabus

Course Title	TOURISM ENGLISH	Instructor	FANG, TZU WEI
Course Class	TQTXB1P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	<p>SDG4 Quality education</p> <p>SDG11 Sustainable cities and communities</p>		
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
<p>B. Ability to communicate in English.(ratio:50.00)</p> <p>C. Proper service and work attitude.(ratio:10.00)</p> <p>D. Tourism management knowledge.(ratio:40.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:50.00)</p> <p>6. A cheerful attitude and healthy lifestyle. (ratio:50.00)</p>			
Course Introduction	<p>Effective English language and interpersonal skills are essential job requirement in the hotel and tourism industries. In a global working environment where employees are in constant contact with each other and the public, the ability to use English is an absolute necessity. This module-based practical course is designed for the intermediate level learners and has a focus on the occupational perspective rather than that of the individual traveler. Three speaking applications are designed to facilitate more learning applications.</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	Enrich students' English vocabulary competency in hospitality service	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	BCD	16	Lecture, Discussion, Practicum, Experience, Imitation	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	110/02/22 ~ 110/02/28	Course introduction, industry summary, and career opportunities	
2	110/03/01 ~ 110/03/07	Introduction to Tourism	
3	110/03/08 ~ 110/03/14	Accommodations	
4	110/03/15 ~ 110/03/21	Hotel Rooms	
5	110/03/22 ~ 110/03/28	Hotel Services, Amenities, and Facilities	
6	110/03/29 ~ 110/04/04	Booking Hotels on the Phone	
7	110/04/05 ~ 110/04/11	Check In and Check Out	
8	110/04/12 ~ 110/04/18	Customer Satisfaction	
9	110/04/19 ~ 110/04/25	Different Kinds of Vacation	

10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Transportation	
12	110/05/10 ~ 110/05/16	Booking Flights	
13	110/05/17 ~ 110/05/23	Itineraries and Tours	
14	110/05/24 ~ 110/05/30	At the Tourist Office	
15	110/05/31 ~ 110/06/06	Eating Out	
16	110/06/07 ~ 110/06/13	Jobs in Tourism	
17	110/06/14 ~ 110/06/20	Writing a Resume	
18	110/06/21 ~ 110/06/27	Final Exam Week	
Requirement	<p>ALWAYS use respect and courtesy when responding to others during class sessions. 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. (無故作業遲交者：24小時內扣10%；24小時後不收件·不接受求情)。 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) 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>		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Lucy Becker & Carol Frain, Tourism Essentials		
References	Going international: English for tourism English for international tourism		
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other <Active Learning> : 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>		