

## Tamkang University Academic Year 109, 2nd Semester Course Syllabus

Course Title	TOURISM ADMINISTRATION AND LAW	Instructor	JUAN, PIN-JU
Course Class	TQTXB1B DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1B	Details	◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure SDG10 Reducing inequalities SDG11 Sustainable cities and communities SDG16 Peace, justice and strong institutions		
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:40.00) B. Ability to communicate in English.(ratio:5.00) C. Proper service and work attitude.(ratio:15.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:20.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:20.00) 5. Independent thinking. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:20.00)			

Course Introduction	This course introduces the laws and policies in tourism and hospitality industry in Taiwan. The students are expected to deeply understand the rationale for these laws, regulations and policies.			
<p><b>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</b></p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p>				
No.	Teaching Objectives			objective methods
1	1.It introduces the laws and policies in tourism and hospitality industry in Taiwan.			Cognitive
2	2.The students are expected to deeply understand the rationale for these laws, regulations and policies.			Cognitive
The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment				
No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	BC	135	Lecture, Practicum	Testing, Study Assignments, Practicum
2	ABCDE	12357	Lecture, Discussion, Practicum, Experience	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 Orientation		

2	110/03/01 ~ 110/03/07	Introduction and Definitions for Tourism Organization	
3	110/03/08 ~ 110/03/14	Tourism Policy	
4	110/03/15 ~ 110/03/21	01 Statute for the Development of Tourism 發展觀光條例	
5	110/03/22 ~ 110/03/28	01 Statute for the Development of Tourism 發展觀光條例	
6	110/03/29 ~ 110/04/04	02 Regulations Governing Travel Agencies 旅行業管理規則	
7	110/04/05 ~ 110/04/11	03 Template of Standardized Contract for Overseas Tour 國外旅遊定型化契約書	
8	110/04/12 ~ 110/04/18	04 Regulations Governing Tour Guides 領隊人員管理規則 05 Regulations for Administration of Tourist Hotel Enterprises 導遊人員管理規則	
9	110/04/19 ~ 110/04/25	06 Regulations for the Administration of Hotel Enterprises 旅館業管理規則	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	07 Hot Spring Act 溫泉法	
12	110/05/10 ~ 110/05/16	08 Regulations for the Management of Home Stay Facilities 民宿管理辦法	
13	110/05/17 ~ 110/05/23	09 National Park Law 國家公園法	
14	110/05/24 ~ 110/05/30	10 Regulations Governing the Establishment and Management of Forest Recreation Areas 森林遊樂區設置管理辦法	
15	110/05/31 ~ 110/06/06	11 Regulations Governing Water Recreation Activities 水域遊憩活動管理辦法	
16	110/06/07 ~ 110/06/13	12 Regulation for Counseling and Governance of Recreation Agriculture 休閒農業輔導管理辦法	
17	110/06/14 ~ 110/06/20	13 Regulation for the Management of Tourist Amusement Enterprise 觀光遊樂業管理規則 [Quiz] 14 Regulations for the Administration of Scenic Areas 風景特定區管理規則	
18	110/06/21 ~ 110/06/27	Final Exam Week	

Requirement	<p>請假依學生手冊規定，會有扣考。老師視上課情況調整評分標準。</p> <p>If a student's class absence reaches one-third of the total class hours (in a semester) for this course, the course instructor will notify the Office of Academic Affairs, and the student will not be allowed to take part in the remaining course examinations and will receive a semester grade (for this course) of zero.</p>
Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	<p>賴瑟珍, 吳朝彥 (2019) · 觀光行政與法規 · 初版 · 台北市：碁峰圖書。</p> <p>蔡進祥, 徐世杰, 賴子敬, 鄧秀玉 (2020) · 領隊與導遊實務2021：重點整理、試題解析、考照攻略13/e。</p> <p>Website of Taiwan Bureau, M.O.T.C.</p> <p>Website of Ministry of Examination, R.O.C.</p>
Number of Assignment(s)	50 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance： 20.0 % ◆ Mark of Usual： % ◆ Midterm Exam： 15.0 %</p> <p>◆ Final Exam： 15.0 %</p> <p>◆ Other〈每次上課都會有課堂作業〉：50.0 %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>