

Tamkang University Academic Year 109, 2nd Semester Course Syllabus

Course Title	TOURISM RESOURCE MANAGEMENT	Instructor	CHI, SHAN JU
Course Class	TQTXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education SDG11 Sustainable cities and communities		
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
A. Ability to analyze and solve problems.(ratio:30.00) C. Proper service and work attitude.(ratio:40.00) D. Tourism management knowledge.(ratio:10.00) E. Tourism management skills.(ratio:20.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:50.00) 5. Independent thinking. (ratio:30.00) 7. A spirit of teamwork and dedication. (ratio:20.00)			
Course Introduction	This course aims at introducing tourism resources and management of tourism resources to students. The theoretical knowledge will be supported by real practices through case studies, in-class activities, group discussion, and an 18-hour service learning.		

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 introduce types of tourism resources	Cognitive
2	to introduce how to manage tourism resources	Cognitive
3	to experience real practice in tourism resources management through an 18-hour service learning	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	D	15	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
2	ACDE	157	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
3	ACE	57	Practicum	Practicum, Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	110/02/22~ 110/02/28	Course Orientation	
2	110/03/01~ 110/03/07	Tourism Resources	
3	110/03/08~ 110/03/14	Introduction to Service Learning	
4	110/03/15~ 110/03/21	Strategy for Angkor	
5	110/03/22~ 110/03/28	Preparation for Service Learning (field trip on 3/24)	Field Trip on 3/24

6	110/03/29 ~ 110/04/04	PBL activity - tourism subsidy scheme	
7	110/04/05 ~ 110/04/11	Destination Competitiveness Model	
8	110/04/12 ~ 110/04/18	PBL activity - tourism loss and recovery from sudden severe contagious disease	Service Learning Starts
9	110/04/19 ~ 110/04/25	Service Learning Preparation	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Board Game	reflection
12	110/05/10 ~ 110/05/16	Tourism Impacts	
13	110/05/17 ~ 110/05/23	Role Play 1	
14	110/05/24 ~ 110/05/30	Role Play 2	role play reflection
15	110/05/31 ~ 110/06/06	Reflection on service learning	
16	110/06/07 ~ 110/06/13	Destination Management and Destination Marketing	
17	110/06/14 ~ 110/06/20	Service Learning Reflection	Service Learning Ends.
18	110/06/21 ~ 110/06/27	Final Exam Week	
Requirement	<p>1. Marking explanation: Mark of usual = role play reflection and board game reflection 20% + in-class participation 10% Midterm exam: written exam: 20% Final exam: Wrap-up presentation (for service learning): 20% Others - Service learning: preparation + journal + group reflection: 30% 2. No mark will be given to attendance; however, students who have the record for being absent for 18 and above hours will be NQ (not qualified for final exam 扣考). 3. Class involvement/engagement is required. 4. Service learning takes place on weekend; students need to take turns attending service learning; a total 18 hours will be expected.</p>		
Teaching Facility	Projector, Other (service learning)		
Textbooks and Teaching Materials	Handouts will be available on iClass		
References	Reference list will be shown to students in class or on iclass.		
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other 〈service learning〉 : 30.0 %		

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>
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