

Tamkang University Academic Year 109, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL RESORT MANAGEMENT	Instructor	I-HSUAN SHIH
Course Class	TQTXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	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			
<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) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:10.00) 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	<p>This course aims to provide students insights into resort development and resort operations. The course will cover the history and features of resorts, external and internal challenges and strategies for resort management, and the future directions. The goal of this course is to prepare students with both the management theories and operational competencies necessary for entering the resort industry.</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 understand of the uniqueness of resort management	Cognitive
2	To describe the different types of resorts	Psychomotor
3	To describe the basic elements of a resort complex	Psychomotor
4	To cultivate critical thinking skills with a hospitality perspective.	Affective
5	To develop an awareness of the importance of community engagement and ethical values.	Affective

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12357	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
2	ABCDE	12357	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

3	ABCDE	12357	Lecture, Discussion, Experience	Testing, Study Assignments, Discussion(including classroom and online), Activity Participation
4	ABCDE	12357	Discussion, Experience	Discussion(including classroom and online)
5	ABCDE	12357	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	110/02/22 ~ 110/02/28	Introduction	
2	110/03/01 ~ 110/03/07	History and features of resorts	
3	110/03/08 ~ 110/03/14	Resort Facilities	
4	110/03/15 ~ 110/03/21	Resort Facilities	
5	110/03/22 ~ 110/03/28	Changing market	
6	110/03/29 ~ 110/04/04	Spring Break	
7	110/04/05 ~ 110/04/11	The Seasons	
8	110/04/12 ~ 110/04/18	Case Study	
9	110/04/19 ~ 110/04/25	Movie/Kahoot	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Planning and financial management	
12	110/05/10 ~ 110/05/16	The basic elements of a resort complex	
13	110/05/17 ~ 110/05/23	The basic elements of a resort complex	
14	110/05/24 ~ 110/05/30	Environment and site management	
15	110/05/31 ~ 110/06/06	Environment and site management	
16	110/06/07 ~ 110/06/13	Group presentation	
17	110/06/14 ~ 110/06/20	Group presentation	
18	110/06/21 ~ 110/06/27	Final Exam Week	

Requirement	
Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	Resorts. Management and Operation (Robert Christie Mill, 2011). The Business of Resort Management (Peter E. Murphy, 2011)
References	
Number of Assignment(s)	12 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 15.0 %</p> <p>◆ Final Exam : 15.0 %</p> <p>◆ Other < Quiz/Case/Assignment > : 40.0 %</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>