

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

Course Title	SUSTAINABLE TOURISM	Instructor	WEILI JASMINE CHEN
Course Class	TQTXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG3 Good health and well-being for people SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure SDG11 Sustainable cities and communities		
<b>Departmental Aim of Education</b>			
To develop talented managers with international competitive advantage in the tourism industry.			
<b>Subject Departmental core competences</b>			
A. Ability to analyze and solve problems.(ratio:30.00) C. Proper service and work attitude.(ratio:30.00) E. Tourism management skills.(ratio:40.00)			
<b>Subject Schoolwide essential virtues</b>			
1. A global perspective. (ratio:50.00) 6. A cheerful attitude and healthy lifestyle. (ratio:50.00)			
Course Introduction	Sustainable tourism (*service-learning class *with a focus on forest therapy) starts as an awakening from both the industry and government with the attempts to make as low impact on the environment and local culture as possible, while helping to generate future employment for local residents. The goals for sustainable tourism is to ensure that development brings a positive (or less negative) experiences and benefits for local people, tourism companies and the tourists themselves. Syllabus is subject to change. Check iClass often for updates of learning resources.		

**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	Providing students real world experiences in participating in ecotourism planning and delivery.	Cognitive
2	Providing a sustainable tourism (forest therapy) program to guests.	Psychomotor

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ACE	16	Experience	Practicum, Activity Participation
2	ACE	16	Practicum	Report(including oral and written), Activity Participation

**Course Schedule**

Week	Date	Course Contents	Note
1	110/02/22 ~ 110/02/28	Sustainable tourism resources and the health of people, land and nature	
2	110/03/01 ~ 110/03/07	Intl. trend and certifications	
3	110/03/08 ~ 110/03/14	Forest therapy	*Required internship 1 (Sat)
4	110/03/15 ~ 110/03/21	Nature prescription	
5	110/03/22 ~ 110/03/28	Stress and the needs of teenagers	
6	110/03/29 ~ 110/04/04	Dealing with grief (The tree of my life)	
7	110/04/05 ~ 110/04/11	Counseling in the woods	
8	110/04/12 ~ 110/04/18	On communication and ethics	
9	110/04/19 ~ 110/04/25	Ecotourism programming for the elderly	

10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Water resources, community, and field work	*Required internship #2
12	110/05/10 ~ 110/05/16	Programming application and feedback	
13	110/05/17 ~ 110/05/23	Trekking with the elderly	*Required internship #3
14	110/05/24 ~ 110/05/30	Forest therapy programming and evaluation in Fushan Botanical Garden	
15	110/05/31 ~ 110/06/06	Graduate Exam Week	
16	110/06/07 ~ 110/06/13	---	
17	110/06/14 ~ 110/06/20	---	
18	110/06/21 ~ 110/06/27	---	
Requirement	<p>Encouraging: 1. Open-minded &amp; Willing to try new things 2. Happy to interact with instructor &amp; classmates 3. Can also enjoy learning, discovery, &amp; diversity Strongly discouraged: 1. Cheating and plagiarism will receive zero on the task(s): References and acknowledgement of the original author(s) or source must be made through appropriate references. 2. Points will be deducted for late work (-20% per calendar day late) unless negotiated with the instructor in advance of the due date/hour. □Not accepting after 24 hours. Please plan ahead to avoid last-minute technology problems. No name, no grade. 3. Any leave excuse shall be communicated to the instructor in person prior to classes. 4. The following behaviors will be STRONGLY discouraged -Using cell phones for chats (Line, FB, message...) &amp; shopping, iPod, iPad, lap top computers that are not related to course, unrelated games, film from smart phones -Napping/sleeping -Reading one' s own materials/doing your own homework in classes -Longer than 5-min leave from classroom during the class. You will lose opportunities for Bonus! **Missing 3 class periods will be dismissed from final projects.</p>		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	iClass Readings		
References	Epler Wood, M. (2017). Sustainable Tourism on a Finite Planet: Environmental, Business and Policy Solutions. Oxon: Routledge,		
Number of Assignment(s)	3 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance :                    %    ◆ Mark of Usual : 25.0 %    ◆ Midterm Exam :                    % ◆ Final Exam :    50.0 % ◆ Other &lt; Internships reports &gt; : 25.0 %</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>
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