

Tamkang University Academic Year 109, 2nd Semester Course Syllabus

Course Title	SPECIAL INTEREST TOURISM	Instructor	AI, CHI-HAN
Course Class	TQTXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	<p>SDG8 Decent work and economic growth</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>D. Tourism management knowledge.(ratio:50.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:20.00)</p> <p>3. A vision for the future. (ratio:30.00)</p> <p>5. Independent thinking. (ratio:30.00)</p> <p>6. A cheerful attitude and healthy lifestyle. (ratio:10.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:10.00)</p>			
Course Introduction	<p>Special interest tourism is defined as travelling with the primary motivation of practicing or enjoying a special interest. This can include unusual hobbies, activities, themes or destinations, which tend to attract niche markets. Students in this course will learn as tourism managers how to respond to the trends by engaging with tourists and better designing products for an exciting and dynamic future.</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	1. Making conceptual distinctions between Special Interest Tourism and Mass tourism.	Cognitive
2	2. Demonstrate a variety of special interest tourism product categories as presented in this course and associated stakeholders' needs.	Cognitive
3	3. Understand tourist typologies related to the special interest tourism categories presented in this course, their specific needs, desires and impacts as they relate to management and marketing.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	BD	13567	Lecture, Discussion, Publication	Testing, Discussion(including classroom and online)
2	BD	13567	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
3	BD	13567	Lecture, Discussion	Testing, Discussion(including classroom and online)

Course Schedule

Week	Date	Course Contents	Note
1	110/02/22 ~ 110/02/28	Introduction to the course	
2	110/03/01 ~ 110/03/07	What is Special interest tourism	
3	110/03/08 ~ 110/03/14	Dark tourism	
4	110/03/15 ~ 110/03/21	Adventure tourism	

5	110/03/22 ~ 110/03/28	Silver tourism	
6	110/03/29 ~ 110/04/04	Roots tourism	
7	110/04/05 ~ 110/04/11	Religious tourism	
8	110/04/12 ~ 110/04/18	Cultural and heritage tourism	
9	110/04/19 ~ 110/04/25	Review	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Ecotourism	
12	110/05/10 ~ 110/05/16	Culinary tourism	
13	110/05/17 ~ 110/05/23	Aboriginal tourism	
14	110/05/24 ~ 110/05/30	Review	
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	In this course, the students are requested to report upon Special interest tourism related topics.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials			
References			
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 30.0 % ◆ Other 〈Theme analysis〉 : 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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