Course Title	HERITAGE RESOURCES TOURISM	Instructor	CHI, SHAN JU
Course Class	TQTXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	◆ 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:40.00)

C. Proper service and work attitude.(ratio:20.00)

D. Tourism management knowledge.(ratio:40.00)

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 types of heritage and heritage tourism to students. It also aims at building up students' awareness of heritage conservation and heritage resource management. Case studies will be discussed.

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 heritage and heritage tourism	Cognitive
2	to introduce heritage sites and their conservation and provision of tourism attractions	Cognitive
3	to updated current heritage protection situations and issues	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	AD	157	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
3	ACD	157	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	110/02/22 ~ 110/02/28	Course Introduction	
2	110/03/01 ~ 110/03/07	Introduction to World Heritage and World Heritage Sites	
3	110/03/08 ~ 110/03/14	Cultural Tourist Typology	
4	110/03/15 ~ 110/03/21	Strategy for Angkor	

5	110/03/22 ~ 110/03/28	3/31 reserved time for Field Trip; 4/2 - Spring Break no class	
6	110/03/29 ~ 110/04/04	Destination Management (4/7 reserved time for field trip)	
7	110/04/05 ~ 110/04/11	Visitor Management	
8	110/04/12 ~ 110/04/18	Case study: Shirakawa-go and Gokayama	
9	110/04/19 ~ 110/04/25	Field Trip on Weekend thus no class during weekdays (April 19 and 20)	4/24 Field Trip
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Guest speech	
12	110/05/10 ~ 110/05/16	Case Study: Tourism and the perceptions of local communities-Ayutthaya, Thailand	
13	110/05/17 ~ 110/05/23	Case Study: Heritage and Identity - Singapore	
14	110/05/24 ~ 110/05/30	Final project presentations start	
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		1. The course hugely emphasizes on teamwork and in-class participation and presentation. 2. Students who plagiarize will be rewarded a direct zero (for this course). 3. Mark of usual includes class participation, feedback, in-class activities, mini essay writing-up and etc. 4. A field trip will take place during weekend (a Saturday) and there will be no transportation arranged; please go on your own to the meet-up point. (the location will be in Taipei City with bus stops and MRT station nearby.)	
Teaching Facility		Projector	
Textbooks and Teaching Materials		handouts will be available on iClass.	
References			

Number of Assignment(s)	**4** (Filled in by assignment instructor only)
Grading Policy	◆ Attendance： 10.0 % ◆ Mark of Usual：30.0 % ◆ Midterm Exam： 30.0 % ◆ Final Exam： 30.0 % ◆ Other〈 〉： %
Note	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 . ※ **Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.**

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◆ Final Exam： 30.0 %

◆ Other〈 〉： %