

Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	TOURISM MANAGEMENT AND OPERATIONS	Instructor	CHIH-LIN CHUNG
Course Class	TGLXB0A ELECTIVES COURSES BY COLLEGE OF BUSINESS AND MANAGEMENT, 0A	Details	<ul style="list-style-type: none"> ◆ Blended Course ◆ Selective ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education		
Departmental Aim of Education			
<ul style="list-style-type: none"> I. Acquisition of professional knowledge. II. Learning effective self-planning. III. Theoretical application of practical matters. IV. Interpersonal communication and teamwork. V. Analysis of problems and recommendations. VI. Awareness of Ethics as a global citizen. 			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Students can demonstrate that they have program basic knowledge of business and management.(ratio:60.00) B. Students can demonstrate that they have capability in professional knowledge expression. (ratio:40.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:15.00) 8. A sense of aesthetic appreciation. (ratio:10.00) 			

Course Introduction	This course introduces the tourism industry from a business perspective. We will cover such aspects as sustainable development goals (SDGs), marketing, and services. The final presentation is about to integrate SDGs, marketing, and services.
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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	Students could understand the fundamental of tourism business administration.	Cognitive
2	Students could capture the overall tourism status and trend.	Cognitive
3	Students could understand the connection between transportation and tourism.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AB	123	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
2	AB	45	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

3	AB	678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
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Course Schedule

Note for Blended Course : When utilizing weekly digital instruction, please fill in "Online Asynchronous Instruction".

Week	Date	Course Contents	Note
1	110/09/22 ~ 110/09/28	Introduction	
2	110/09/29 ~ 110/10/05	Tourism Promoter: Government Agency & Travel Agency	
3	110/10/06 ~ 110/10/12	Sustainable Development Goals (SDGs)	
4	110/10/13 ~ 110/10/19	SDGs and Hometown Tour	Online Asynchronous Instruction
5	110/10/20 ~ 110/10/26	Tourism Marketing Strategy: Product	
6	110/10/27 ~ 110/11/02	Tourism Marketing Strategy: Price	
7	110/11/03 ~ 110/11/09	Tourism Marketing Strategy: Place	
8	110/11/10 ~ 110/11/16	Tourism Marketing Strategy: Promotion	
9	110/11/17 ~ 110/11/23	Midterm Exam Week	
10	110/11/24 ~ 110/11/30	Special Holidays and Tourism	
11	110/12/01 ~ 110/12/07	SDGs and Marketing Strategies	Online Asynchronous Instruction
12	110/12/08 ~ 110/12/14	Tourism Service	
13	110/12/15 ~ 110/12/21	SDGs and Tourism Service	Online Asynchronous Instruction
14	110/12/22 ~ 110/12/28	Tourism Supplier: Transportation (Field Trip)	
15	110/12/29 ~ 111/01/04	National Holiday (No Class)	
16	111/01/05 ~ 111/01/11	Tourism Supplier: Food and Beverage (Restaurant Impossible)	
17	111/01/12 ~ 111/01/18	SDGs for Transportation & Food and Beverage	Online Asynchronous Instruction
18	111/01/19 ~ 111/01/25	Final Presentation	

Requirement

This course is for students who are interested in English and tourism. Class participation is REQUIRED. "Regular attendance" is key to pass this course.

Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	Cook, Hsu, Marqua (2014), Tourism: The Business of Hospitality and Travel (5/e), Hwatai publishing °
References	Online materials
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 15.0 % ◆ Mark of Usual : 70.0 % ◆ Midterm Exam : %</p> <p>◆ Final Exam : %</p> <p>◆ Other (Participation) : 15.0 %</p>
Note	<p>1. This syllabus may be uploaded at the website of the Course Syllabus Management System at https://info.ais.tku.edu.tw/csp or through the link of the Course Syllabus Upload posted on the home page of the TKU Office of Academic Affairs http://www.acad.tku.edu.tw/CS/main.php</p> <p>2. According to the Implementation regulations of distance education for junior college and above are prescribed pursuant to Article 2, "The distance learning course referred to in these Measures refers to more than one-half of the teaching hours in each subject."</p> <p>3. According to the regulations of Tamkang University Enforcement Rules for digital teaching, Paragraph 2 and Article 3, the distance learning course of our school must be "The course of digital teaching with distance learning platform or synchronous video system in our school. Teaching Hours include course lectures, teacher-student interaction discussions, quizzes and other learning activities."</p> <p>4. If there are any temporary course changes (including time changes and classroom changes of distance learning courses, blended courses), please make out an application according to regulations to the Office of Academic Affairs.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>