

Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	PRINCIPLES AND APPLICATION FOR INTERPRETATION	Instructor	CHI, SHAN JU
Course Class	TRBXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education		
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:10.00) B. Ability to communicate in English.(ratio:30.00) C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:10.00) E. Tourism management skills.(ratio:30.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 5. Independent thinking. (ratio:30.00) 7. A spirit of teamwork and dedication. (ratio:30.00) 8. A sense of aesthetic appreciation. (ratio:40.00) 			
Course Introduction	This course aims at building up the knowledge of being an on-site interpreter from both theoretical background and on-site practices. Students will be assessed by assignments, presentations, and hands-on activities.		

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 the principles of guiding and on-site interpretation	Cognitive
2	to acquire skills of guiding and on-site interpretation	Cognitive
3	to be able to deliver presentations (on-site interpretations) confidently	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	578	Lecture, Discussion, Practicum	Testing, Discussion(including classroom and online), Report(including oral and written)
2	ABCDE	578	Lecture, Discussion, Practicum	Testing, Discussion(including classroom and online), Report(including oral and written)
3	ABCDE	578	Lecture, Discussion, Practicum	service learning

Course Schedule

Week	Date	Course Contents	Note
1	110/09/22 ~ 110/09/28	Course Introduction	MOU-2%
2	110/09/29 ~ 110/10/05	What is 'interpretation'? and Warm-up Games	MOU-2%
3	110/10/06 ~ 110/10/12	Interpretation of 'music' and research introduction	exercise 10%
4	110/10/13 ~ 110/10/19	The principle of making a presentation	
5	110/10/20 ~ 110/10/26	Interpretation of ecological and geological sites	
6	110/10/27 ~ 110/11/02	Service Learning: preparation	Field Trip on Oct. 29

7	110/11/03 ~ 110/11/09	Interpretation of ecological and geological sites	Service Learning Preparation: 10%; service learning starts
8	110/11/10 ~ 110/11/16	Interpretation of cultural and historical sites	exercise: 10%
9	110/11/17 ~ 110/11/23	Midterm Exam Week	
10	110/11/24 ~ 110/11/30	Oral presentation (midterm exam continues)	
11	110/12/01 ~ 110/12/07	Text-based interpretation	
12	110/12/08 ~ 110/12/14	Assignment for text-based interpretation / field trip on Oct. 29 (no class on 12/13)	assignment: 10%
13	110/12/15 ~ 110/12/21	Interpretation with 5-senses / field trip on Oct. 29 (no class on 12/15)	
14	110/12/22 ~ 110/12/28	Interpretation with 5-senses (oral presentation)	
15	110/12/29 ~ 111/01/04	Body Language/Non-verbal Interpretation	
16	111/01/05 ~ 111/01/11	Team reflection discussion in class/your own style of interpretation	service learning finishes
17	111/01/12 ~ 111/01/18	Course closure presentation (to review the results of service learning)	service learning journal: 10%
18	111/01/19 ~ 111/01/25		
Requirement	<p>1. Service learning is an important requirement in this course; service learning may take place on the weekends; please be aware.</p> <p>2. Students take or want to take this course must attend the classes during the first 2 weeks. In other words, this course doesn't welcome to students who turn up from week 3 and know nothing about the course requirement and regulations. Students who don't show in first 2 weeks but then attend since week 3 will be encouraged to drop this course. If students insist to stay, they must hand in extra homework in week 4 and 5.</p> <p>3. Here is how you will be marked: attendance: 0%; roll call will be taken but not calculated. mark of usual: 10%, it means- class participation is important; students who do not participate in the class will not get the MOU. midterm exam: 20%; individual oral presentation on given topics final exam: 20%; service learning group reflection and presentation others (exercises, assignments, and service learning); it includes - - in-class presentation exercises (oral format): 10% x 2 = 20% - guest speech reflection: 10% - service learning preparation (written): 10% - service learning journal/diary (written): 10%</p>		
Teaching Facility	Computer, Projector, Other (teaching aids)		
Textbooks and Teaching Materials			

References	Tilden, Freeman (1977). Interpreting Our Heritage (3rd ed.) Chapel Hill: University of North Carolina Press Beck, Lary and Cable, Ted (2011). The gift of interpretation: 15 guiding principles for interpreting nature and culture (3rd ed.) Urbana: Sagamore Publishing.
Number of Assignment(s)	3 (Filled in by assignment instructor only)
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other (exercises and SL) : 50.0 %
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.