

## Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	INTRODUCTION TO TEA AND TEA TOURISM	Instructor	FANG, TZU WEI
Course Class	TRBXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG12 Responsible consumption and production SDG17 Partnerships for the goals		
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
B. Ability to communicate in English.(ratio:20.00) D. Tourism management knowledge.(ratio:40.00) E. Tourism management skills.(ratio:40.00)			
Subject Schoolwide essential virtues			
4. Moral integrity. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:30.00) 8. A sense of aesthetic appreciation. (ratio:60.00)			
Course Introduction	The course introduces basic knowledge in tea, including types of teas, processes of making tea, tea regions and tea culture all around the world. Case studies on tea tourism will be discussed, too. In addition, how to run a tea business will be also introduced.		

**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.To learn tea types, processes of making tea and tea regions. 2.To introduce tea cultural. 3.To read successful tea tourism case studies.	Affective

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	BDE	468	Lecture, Discussion, Experience	Testing, Discussion(including classroom and online), Report(including oral and written), Activity Participation

**Course Schedule**

Week	Date	Course Contents	Note
1	110/09/22 ~ 110/09/28	Course Introduction	
2	110/09/29 ~ 110/10/05	The History of Formosan Tea	
3	110/10/06 ~ 110/10/12	Types of Formosan Tea and its Regions	
4	110/10/13 ~ 110/10/19	The Processes of Tea Making	
5	110/10/20 ~ 110/10/26	Introduction to Teaware and Tea-Brewing	
6	110/10/27 ~ 110/11/02	Introduction to Taiwanese Tea Ceremony	
7	110/11/03 ~ 110/11/09	DIY on Tea Making and Tea Plantation Visitation	
8	110/11/10 ~ 110/11/16	Tea Regions (worldwide)	
9	110/11/17 ~ 110/11/23	Midterm Exam Week	
10	110/11/24 ~ 110/11/30	Japanese Tea, Tea Ceremony, Wagashi	

11	110/12/01 ~ 110/12/07	Tea Tasting and Tea Ceremony Experience	
12	110/12/08 ~ 110/12/14	Introduction to Tea and Food Pairing; Tea Sommelier	
13	110/12/15 ~ 110/12/21	Tea Cuisine	
14	110/12/22 ~ 110/12/28	Tea in South East Asia	
15	110/12/29 ~ 111/01/04	Tea Subculture	
16	111/01/05 ~ 111/01/11	Agritourism and Tea Tourism in Taiwan	
17	111/01/12 ~ 111/01/18	Final Exam Week	
18	111/01/19 ~ 111/01/25		
Requirement			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials			
References	Hinsch, B. (2017). The rise of tea culture in China: the invention of the individual . Lanham, Maryland: Rowman & Littlefield. Jolliffe, L. (2008). Tea and Tourism: Tourists, Traditions and Transformations (1st ed.). Channel View Publications. <a href="https://doi.org/10.21832/9781845410582">https://doi.org/10.21832/9781845410582</a> Okakura, K., & Proctor, D. (2000). The book of tea (Illustrated classic ed., 1st ed.). Boston, Mass: Tuttle Pub.		
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 %   ◆ Mark of Usual : 20.0 %   ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other ( ) : %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at <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> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		