

Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	GAP YEAR TOURISM	Instructor	GEE-CHIN HOU
Course Class	TRBXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG3 Good health and well-being for people SDG11 Sustainable cities and communities SDG15 Life on land SDG17 Partnerships for the goals		
D e p a r t m e n t a l A i m o f E d u c a t i o n			
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) B. Ability to communicate in English.(ratio:40.00) C. Proper service and work attitude.(ratio:20.00)			
Subject Schoolwide essential virtues			
5. Independent thinking. (ratio:50.00) 6. A cheerful attitude and healthy lifestyle. (ratio:50.00)			
Course Introduction	<p>A gap year tourism means spending the year (or semester, a few months or many weeks) to gain knowledge, new skills and confidence through experiential learning. Taking a year off is a great opportunity to get out of ordinary routine, meet new people, and broaden perspective.</p> <p>Students will learn more about most popular gap year programs and the Pros and cons of gap year tourism. They will work as a team to design gap year program utilizing valuable local tour resources in Taiwan for international tourists.</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. Students will Learn more about the trends of Gap year tourism in different countries and areas around the world. 2. Students will team up and use all kinds of resources to design GAP YEAR TAIWAN Project(tentative name) for target customers.	Psychomotor
2	1.Students will Learn more about the trends of Gap year tourism in different countries and areas around the world. 2. Students will team up and use all kinds of resources to design GAP YEAR TAIWAN Project(tentative name) for target customers.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABC	56	Lecture, Discussion, Case Study, Team project	Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation, Team project
2	AB	56	Lecture, Discussion, case study	Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation, Case study report, Team project

Course Schedule

Week	Date	Course Contents	Note
1	110/09/22 ~ 110/09/28	Introducction of Gap Year Tourism	Project members team up
2	110/09/29 ~ 110/10/05	Gap Year Tourism Organization(commercial or not-for-profit)	

3	110/10/06 ~ 110/10/12	Gap Year Tourism In Europe	Case Study Report
4	110/10/13 ~ 110/10/19	Gap Year Tourism in US and Canada	Case Study Report
5	110/10/20 ~ 110/10/26	Gap Year Tourism in Southern America & Africa	Case Study Report
6	110/10/27 ~ 110/11/02	Gap Year Tourism in Asia	Case Study Report
7	110/11/03 ~ 110/11/09	Gap Year Tourism in Australia and New Zealand	Case Study Report
8	110/11/10 ~ 110/11/16	Travel Vlog and Gap Year Tourism	Case Study Report
9	110/11/17 ~ 110/11/23	Midterm Exam Week	
10	110/11/24 ~ 110/11/30	GAP YEAR TAIWAN Project(tentative name)-Project ideas pitching and goals setting	Team work report
11	110/12/01 ~ 110/12/07	GAP YEAR TAIWAN Project-Target customers and needs/interests assessment ,type of gap year tour	Team work report
12	110/12/08 ~ 110/12/14	GAP YEAR TAIWAN Project- destinations and activities arrangement	Team work report
13	110/12/15 ~ 110/12/21	GAP YEAR TAIWAN Project-Transportation, accommodation and supporting system	Team work report
14	110/12/22 ~ 110/12/28	GAP YEAR TAIWAN Project-pricing and financial management	Team work report
15	110/12/29 ~ 111/01/04	Planning a Gap Year program During and After COVID-19	Team work report
16	111/01/05 ~ 111/01/11	GAP YEAR TAIWAN Project Presentation and Evaluation	Project Presentation and Evaluation
17	111/01/12 ~ 111/01/18	GAP YEAR TAIWAN Project Presentation and Evaluation	Project Presentation and Evaluation
18	111/01/19 ~ 111/01/25		
Requirement	1.Attend class on time. 2.Work hard together with team members. 3.Submit case study report and final project report on time.		
Teaching Facility	Computer, Other (Mobile phone, camera etc.)		
Textbooks and Teaching Materials	1.Journal of Hospitality Marketing & Management 2. Journal of Travel Research		
References			

Number of Assignment(s)	2 (Filled in by assignment instructor only)
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : % ◆ Final Exam : % ◆ Other (case study/team proj) : 80.0 %
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.