

Tamkang University Academic Year 110, 2nd Semester Course Syllabus

Course Title	TOURISM RESOURCE MANAGEMENT	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 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:30.00) C. Proper service and work attitude.(ratio:40.00) D. Tourism management knowledge.(ratio:10.00) E. Tourism management skills.(ratio:20.00)			
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 tourism resources and management of tourism resources to students. The theoretical knowledge will be supported by real practices through case studies, in-class activities, group discussion, and an 18-hour service learning.		

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 tourism resources	Cognitive
2	to introduce how to manage tourism resources	Cognitive
3	to experience real practice in tourism resources management through an 18-hour service learning	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	D	15	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
3	ACDE	157	Practicum	Practicum, Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	111/02/21~ 111/02/25	Course Orientation	
2	111/02/28~ 111/03/04	Tourism Resources	
3	111/03/07~ 111/03/11	Strategy for Angor	
4	111/03/14~ 111/03/18	Gamification in Tourism	
5	111/03/21~ 111/03/25	Destination Competitiveness Model	

6	111/03/28 ~ 111/04/01	Agriculture Tourism	
7	111/04/04 ~ 111/04/08	PBL activity - tourism subsidy and tourism tax	
8	111/04/11 ~ 111/04/15	PBL activity - tourism loss and recovery from sudden severe contagious disease	Field Trip on 4/15
9	111/04/18 ~ 111/04/22	field trip on 4/15; no class on 4/18; case study	
10	111/04/25 ~ 111/04/29	Midterm Exam Week	
11	111/05/02 ~ 111/05/06	Field trip on 4/29; no class on 5/2; place making	Field trip on 4/29
12	111/05/09 ~ 111/05/13	guest speech on 5/9; Tourism Impacts	service learning starts
13	111/05/16 ~ 111/05/20	Project work	
14	111/05/23 ~ 111/05/27	field trip on 5/28 (whole day); no class on both 5/23 and 5/25	field trip on 5/28 (whole day)
15	111/05/30 ~ 111/06/03	Destination Management and Destination Marketing	
16	111/06/06 ~ 111/06/10	Crisis Management	
17	111/06/13 ~ 111/06/17	Project work - final presentation (preparation)	Service Learning Ends.
18	111/06/20 ~ 111/06/24	Final Exam Week	
Requirement	<p>1. This course is teaching-research-based; funding from MOE supports all 3 field trips and students must submit a well-structured tourism destination management plan by the end of the semesters for assigned destinations.</p> <p>2. This is how students will be marked: attendance: 10% (however, students who do not attend the class for 5 times will be advised to drop from this course) Mark of Usual: in-class participation on PBL activities and team discussion Midterm exam: 20% (written exam) Final exam: 20% (the final project plan) Others: 3 field trip reflection 10% for each = 30%</p>		
Teaching Facility	Projector, Other (service learning)		
Textbooks and Teaching Materials	Handouts will be available on iClass		
References	Reference list will be shown to students in class or on iclass.		
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other <reflection> : 30.0 %		

Note	<p>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.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>
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