

Tamkang University Academic Year 110, 2nd Semester Course Syllabus

Course Title	TRAVEL AGENCY PRACTICE AND MANAGEMENT	Instructor	CHUANG, HSIU-HUI
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	SDG3 Good health and well-being for people SDG11 Sustainable cities and communities 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			
A. Ability to analyze and solve problems.(ratio:25.00) B. Ability to communicate in English.(ratio:25.00) C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:10.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:20.00) 3. A vision for the future. (ratio:30.00) 4. Moral integrity. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:30.00)			

Course Introduction	<p>The purpose of this course is to enable students to understand the operation and management knowledge and operation of travel agencies in the tourism industry. To achieve this goal, the course design has two main aspects: basic concepts and practical practices. Students who have completed this course should understand the procedures and skills related to travel agencies' management and operations.</p>
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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	Knowledge of the basic concepts of T/S management	Cognitive
2	Knowledge of practical practices of T/S management	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	1347	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
2	ABCDE	1347	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note

1	111/02/21 ~ 111/02/25	Course introduction	
2	111/02/28 ~ 111/03/04	[The basic concepts of T/S management]: The background of travel industry	
3	111/03/07 ~ 111/03/11	The classification and structure of travel industry	
4	111/03/14 ~ 111/03/18	The establishment of a travel agency	
5	111/03/21 ~ 111/03/25	The relationship between travel agencies and tourism-related industries	
6	111/03/28 ~ 111/04/01	Tourism markets and travel products	
7	111/04/04 ~ 111/04/08	The service management of T/S	
8	111/04/11 ~ 111/04/15	The future development trends and issues of travel industry	
9	111/04/18 ~ 111/04/22	Review	
10	111/04/25 ~ 111/04/29	Midterm Exam Week	
11	111/05/02 ~ 111/05/06	Field trip (pending)	
12	111/05/09 ~ 111/05/13	[The practical practices of T/S management]: The operation of travel products	
13	111/05/16 ~ 111/05/20	Tour planning & design: the operational works of before/on/after tour	
14	111/05/23 ~ 111/05/27	CRM, customer complaints & dispute handling (Guest speech might be arranged)	
15	111/05/30 ~ 111/06/03	Group meetings / Final presentation	
16	111/06/06 ~ 111/06/10	Final presentation	
17	111/06/13 ~ 111/06/17	Final presentation	
18	111/06/20 ~ 111/06/24	Final Exam Week	
Requirement	Students are required to participate in the class discussion and conduct group projects.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Syratt and Archer (2003). Manual of Travel Agency Practice, Third Edition. Butterworth-Heinemann.		

References	
Number of Assignment(s)	15 (Filled in by assignment instructor only)
Grading Policy	<ul style="list-style-type: none"> ◆ Attendance : 15.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 20.0 % ◆ Other (Assignments/Quizzes) : 25.0 %
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>