

Tamkang University Academic Year 110, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL RESORT MANAGEMENT	Instructor	I-HSUAN SHIH
Course Class	TRBXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure SDG11 Sustainable cities and communities SDG15 Life on land		
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:25.00) B. Ability to communicate in English.(ratio:25.00) C. Proper service and work attitude.(ratio:10.00) D. Tourism management knowledge.(ratio:25.00) E. Tourism management skills.(ratio:15.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:20.00) 5. Independent thinking. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:20.00)			

Course Introduction	<p>This course aims to provide students insights into resort development and resort operations. The course will cover the history and features of resorts, external and internal challenges and strategies for resort development, management, and the future directions. The goal of this course is to prepare students with both the management construction theories and operational competencies necessary for entering the resort industry.</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	(1) To understand the uniqueness of resort management (2) To describe the different types of resorts (3) To describe the basic elements of a resort complex (4) To cultivate critical thinking skills with a hospitality perspective. (5) To develop an awareness of the importance of community engagement and ethical values.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12357	Lecture, Discussion, Practicum, Experience	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	Introduction of the course Class schedule What are the differences between hotels and resorts?	

2	111/02/28 ~ 111/03/04	The importance of tourism to a destination' s economy	
3	111/03/07 ~ 111/03/11	History and Features of Resorts	
4	111/03/14 ~ 111/03/18	Resort Facilities	
5	111/03/21 ~ 111/03/25	Resort Facilities	
6	111/03/28 ~ 111/04/01	Presentation (Resorts)	
7	111/04/04 ~ 111/04/08	Spring Break	
8	111/04/11 ~ 111/04/15	Presentation (Resorts)	
9	111/04/18 ~ 111/04/22	Movie Kahoot	
10	111/04/25 ~ 111/04/29	Midterm Exam Week	
11	111/05/02 ~ 111/05/06	Resort Development Planning and Financial Management	
12	111/05/09 ~ 111/05/13	The Basic Elements of a Resort Complex - Mountain	
13	111/05/16 ~ 111/05/20	The Basic Elements of a Resort Complex - Beach	
14	111/05/23 ~ 111/05/27	The Basic Elements of a Resort Complex – Golf	
15	111/05/30 ~ 111/06/03	CSR- Environment and Site Management Sustainability of a beach resort – A case study	
16	111/06/06 ~ 111/06/10	Group Presentation (News)	
17	111/06/13 ~ 111/06/17	Group Presentation (News)	
18	111/06/20 ~ 111/06/24	Final Exam Week	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		No required textbook Reading materials to be assigned.	
References			

Number of Assignment(s)	7 (Filled in by assignment instructor only)
Grading Policy	<ul style="list-style-type: none"> ◆ Attendance : 20.0 % ◆ Mark of Usual : 15.0 % ◆ Midterm Exam : 5.0 % ◆ Final Exam : 10.0 % ◆ Other (Cases, reposts) : 50.0 %
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>