

## Tamkang University Academic Year 110, 2nd Semester Course Syllabus

Course Title	SUSTAINABLE TOURISM	Instructor	WEILI JASMINE CHEN
Course Class	TRBXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG6 Clean water and sanitation SDG11 Sustainable cities and communities SDG12 Responsible consumption and production SDG13 Climate action		
<b>Departmental Aim of Education</b>			
To develop talented managers with international competitive advantage in the tourism industry.			
<b>Subject Departmental core competences</b>			
A. Ability to analyze and solve problems.(ratio:30.00) C. Proper service and work attitude.(ratio:30.00) E. Tourism management skills.(ratio:40.00)			
<b>Subject Schoolwide essential virtues</b>			
1. A global perspective. (ratio:50.00) 6. A cheerful attitude and healthy lifestyle. (ratio:50.00)			
Course Introduction	Sustainable tourism starts as an awakening from the industries and government to make as low impact on the environment and local culture as possible, while helping to generate future jobs for local residents. Sustainable tourism aims to ensure that development brings a positive (or less negative) experiences and benefits for local people, tourism companies and the tourists themselves. A service-learning element (18 hours extra efforts) is built in to foster unique learning outcomes. Course will involve medium to strenuous outdoor activities & additional costs related to projects.		

**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	Providing students real world experiences in participating in ecotourism planning and delivery.	Cognitive
2	Applying sustainable tourism principles and tools in planning and management activities.	Affective

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	A	16	Practicum, Experience	Study Assignments, Practicum, Activity Participation
2	ACE	16	Practicum, Experience	Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

**Course Schedule**

Week	Date	Course Contents	Note
1	111/02/21 ~ 111/02/25	Introduction of course, instructor, course design, and partners; Preview: Preview: Your Travel Choice Makes a Difference	Preview homework on iClass (5%)
2	111/02/28 ~ 111/03/04	Module 1: Supporting Sustainable Livelihoods through Wildlife Tourism	Feedback on iClass
3	111/03/07 ~ 111/03/11	Case reviews and quick assessment	Assignment
4	111/03/14 ~ 111/03/18	Module 2: Sustainable Tourism Inventory	
5	111/03/21 ~ 111/03/25	Application session	
6	111/03/28 ~ 111/04/01	Module 3: Protected Areas and Tourism Management	

7	111/04/04 ~ 111/04/08	Tools and applications	
8	111/04/11 ~ 111/04/15	Case study and assessments	
9	111/04/18 ~ 111/04/22	Local Case: Resources, Site, Activities, Experiences and Benefits	
10	111/04/25 ~ 111/04/29	Midterm Exam Week	
11	111/05/02 ~ 111/05/06	Module 4: Applying Sustainable Tourism in Hospitality Industry	
12	111/05/09 ~ 111/05/13	Applications-1	
13	111/05/16 ~ 111/05/20	Applications-2	
14	111/05/23 ~ 111/05/27	Module 5: Standards and Moving Forwards	
15	111/05/30 ~ 111/06/03	Graduate Exam Week	
16	111/06/06 ~ 111/06/10	---	
17	111/06/13 ~ 111/06/17	---	
18	111/06/20 ~ 111/06/24	---	
Requirement	<p>Encouraging: 1. Open-minded &amp; Willing to try new things 2. Happy to interact with instructor &amp; classmates 3. Can also enjoy learning, discovery, &amp; diversity</p> <p>Strongly discouraged:</p> <p>1. Cheating and plagiarism will receive zero on the task(s): References and acknowledgement of the original author(s) or source must be made through appropriate references.</p> <p>2. Points will be deducted for late work (-50% per calendar day late) unless negotiated with the instructor in advance of the due date/hour. Not accepting after 24 hours. Please plan ahead to avoid last-minute technology problems. No name, no grade.</p> <p>3. Any leave excuse shall be communicated to the instructor in person prior to classes.</p> <p>4. The following behaviors will be STRONGLY discouraged</p> <ul style="list-style-type: none"> <li>-Using cell phones for chats (Line, FB, message...) &amp; shopping</li> <li>iPod, iPad, lap top computers that are not related to course</li> <li>Unrelated games, film from smart phones</li> <li>-Napping/sleeping</li> <li>-Reading one's own materials/doing your own homework in classes</li> <li>-Longer than 5-min leave from classroom during the class.</li> </ul> <p>You will lose opportunities for Bonus!</p>		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	iClass Readings		
References	Epler Wood, M. (2017). Sustainable Tourism on a Finite Planet: Environmental, Business and Policy Solutions. Oxon: Routledge,		

Number of Assignment(s)	2 (Filled in by assignment instructor only)
Grading Policy	<ul style="list-style-type: none"> <li>◆ Attendance : 25.0 %</li> <li>◆ Mark of Usual : %</li> <li>◆ Midterm Exam : 25.0 %</li> <li>◆ Final Exam : 25.0 %</li> <li>◆ Other (Services &amp; Feedback) : 25.0 %</li> </ul>
Note	<p>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>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>