

Tamkang University Academic Year 110, 2nd Semester Course Syllabus

Course Title	TOURISM PROJECT	Instructor	I-HSUAN SHIH
Course Class	TRBXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG4 Quality education SDG9 Industry, Innovation, and Infrastructure SDG11 Sustainable cities and communities 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:20.00) B. Ability to communicate in English.(ratio:20.00) C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:20.00)			
Subject Schoolwide essential virtues			
2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 5. Independent thinking. (ratio:30.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:40.00)			

Course Introduction	<p>This course is for students to demonstrate and consolidate their knowledge and skills of their four-years of hard work. It provides students the opportunities to choose from various projects which include but are not limited to: (1) marketing video project; (2) board game design project (3) hotel project; (4) musical instruction; (5) research project, and (6) other project. Students are expected to have a comprehensive insight in the field of hospitality. The project will transform students into strategic business leaders or planners.</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) To demonstrate on understanding of the hospitality and tourism field (2) To consolidate the skills and knowledge of the hospitality and tourism industry (3) To understand the comprehensive business practices in the industry (4) To cultivate critical thinking skills with a hospitality perspective (5) To prepare students with a high degree of professionalism and hospitality throughout their careers	Affective

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	23567	Lecture, Practicum	Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	111/02/21 ~ 111/02/25	Introduction of the course Class schedule	

2	111/02/28 ~ 111/03/04	Project Preparation (teammates)	
3	111/03/07 ~ 111/03/11	Project Preparation (Topics)	
4	111/03/14 ~ 111/03/18	Project Preparation (Motivation)	
5	111/03/21 ~ 111/03/25	Project Preparation (Project timeline)	
6	111/03/28 ~ 111/04/01	Presentation for Group Motivation and project timeline (Video, Hotel, Others)	
7	111/04/04 ~ 111/04/08	Spring Break	
8	111/04/11 ~ 111/04/15	Presentation for Group Motivation and project timeline (Board Game, Musical, Research, Other project)	
9	111/04/18 ~ 111/04/22	Prepare the midterm result report	
10	111/04/25 ~ 111/04/29	Midterm Exam Week	
11	111/05/02 ~ 111/05/06	Preparation for the final presentation	
12	111/05/09 ~ 111/05/13	Preparation for the final presentation	
13	111/05/16 ~ 111/05/20	Research Project Presentation Musical Instruction Project Other Projects	
14	111/05/23 ~ 111/05/27	Board Game Day /Video Project Presentation Hotel Project Presentation	
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			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	No		
References			

Number of Assignment(s)	5 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 40.0 %</p> <p>◆ Final Exam : %</p> <p>◆ Other 〈Final Report〉 : 50.0 %</p>
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>