

## Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	TOURISM INDUSTRY ETHICS	Instructor	YANG, TE-CHENG
Course Class	TRBXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG3 Good health and well-being for people SDG5 Gender equality SDG6 Clean water and sanitation SDG10 Reducing inequalities		
<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: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:30.00) E. Tourism management skills.(ratio:10.00)			
<b>Subject Schoolwide essential virtues</b>			
1. A global perspective. (ratio:15.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:20.00) 5. Independent thinking. (ratio:15.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			

Course Introduction	<p>“To ensure that tourism has lasting positive effects, we need to build a more sustainable sector among all actors. The companies that commit to the UNWTO Global Code of Ethics for Tourism are leading by example in promoting ethical, responsible and sustainable tourism development.”</p> <p>- Zurab Pololikashvili, UNWTO Secretary-General</p> <p>*Syllabus is subject to change. Check iClass often for updates of learning resources.</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. The in-class discussions consist of the ten principles regarding the ethics of travel and tourism outlined by the UNWTO. 2. With the knowledge of the ten principles of tourism ethics, students are expected to gain an understanding of the practices in conflict management.	Affective

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

**Course Schedule**

Week	Date	Course Contents	Note
1	111/09/05 ~ 111/09/11	Introduction to the course	
2	111/09/12 ~ 111/09/18	Course orientation; Intro of instructors & students; Your world view(s) discussion , Grouping	

3	111/09/19 ~ 111/09/25	Article 1: Tourism's contribution to mutual understanding and respect between peoples and societies	
4	111/09/26 ~ 111/10/02	Article 2: Tourism as a vehicle for individual and collective fulfilment	
5	111/10/03 ~ 111/10/09	Article 3: Tourism, a factor of sustainable development	
6	111/10/10 ~ 111/10/16	Article 4: Tourism, a user of the cultural heritage of mankind and contributor to its enhancement	
7	111/10/17 ~ 111/10/23	Article 5: Tourism, a beneficial activity for host countries and communities	
8	111/10/24 ~ 111/10/30	Article 6: Obligations of stakeholders in tourism development	
9	111/10/31 ~ 111/11/06	Review	
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	Article 7: Right to tourism	
12	111/11/21 ~ 111/11/27	Article 8: Liberty of tourist movements	
13	111/11/28 ~ 111/12/04	Article 9: Rights of the workers and entrepreneurs in the tourism industry	
14	111/12/05 ~ 111/12/11	Article 10: Implementation of the principles of the Global Code of Ethics for Tourism	
15	111/12/12 ~ 111/12/18	Case study by group presentation	
16	111/12/19 ~ 111/12/25	Case study by group presentation	
17	111/12/26 ~ 112/01/01	Review	
18	112/01/02 ~ 112/01/08	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials			
References			

Number of Assignment(s)	1 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 10.0 %    ◆ Mark of Usual :        %    ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other (Presentation) : 50.0 %</p>
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>