

Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	TOURISM SERVICE MANAGEMENT	Instructor	
Course Class	TRBXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG8 Decent work and economic growth		
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems.(ratio:5.00) B. Ability to communicate in English.(ratio:5.00) C. Proper service and work attitude.(ratio:30.00) D. Tourism management knowledge.(ratio:30.00) E. Tourism management skills.(ratio:30.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:20.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:20.00) 8. A sense of aesthetic appreciation. (ratio:10.00) 			

Course Introduction	This course is meant to provide an introductory overview in the field of service management from the perspective of the tourism industry. It covers the roles and nature of services in the hospitality and tourism industry. Students will learn various customer service strategies and professional service skills.
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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	The purpose of this course is to enable students understand the elements related to the operation and management of tourism industry.	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	Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	111/09/05 ~ 111/09/11	No Class	
2	111/09/12 ~ 111/09/18	Course Introduction	
3	111/09/19 ~ 111/09/25	The Service Economy	
4	111/09/26 ~ 111/10/02	Distinctive Characteristics of Service Operations	

5	111/10/03 ~ 111/10/09	Service Strategy	
6	111/10/10 ~ 111/10/16	Globalization of Services	
7	111/10/17 ~ 111/10/23	Service Quality	
8	111/10/24 ~ 111/10/30	Customer Relationship Management	
9	111/10/31 ~ 111/11/06	Emotional Labor	
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	Success in Service	
12	111/11/21 ~ 111/11/27	Hospitality and Tourism Nowadays	
13	111/11/28 ~ 111/12/04	Lodging Perspectives: The Hotel Business	
14	111/12/05 ~ 111/12/11	Travel and Tourism Perspectives: Recreation, Attractions, and Clubs	
15	111/12/12 ~ 111/12/18	Travel and Tourism Perspectives: Travel Service	
16	111/12/19 ~ 111/12/25	Future Perspectives	
17	111/12/26 ~ 112/01/01	Study Group Final Presentation	
18	112/01/02 ~ 112/01/08	Final Exam Week	
Requirement	Several study groups will be formed in week 2. Members in each study group will be allocated case study or journal articles. The final project will be comprised of an in-class presentation and a written report (minimum 1500 English words; 1 report for each group; in MS Word or PDF format). Plagiarism is unacceptable for each assignment and it will cause the failure of the subject.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	(1) Service Management 9th edition by Sanjeev K. Bordoloi, James A Fitzsimmons and Mona J Fitzsimmons. (2) Introduction to Hospitality 8th edition by John R. Walker. (3) Journals		
References			
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 30.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : % ◆ Final Exam : % ◆ Other <Final Project> : 40.0 %		

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>
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