

## Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	TOURISM MANAGEMENT AND OPERATIONS	Instructor	CHIH-LIN CHUNG
Course Class	TLTXB2P DEPARTMENT OF TRANSPORTATION MANAGEMENT, 2P	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 SDG9 Industry, Innovation, and Infrastructure		
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			
I. To obtain professional transportation knowledge. II. To familiarize with execution of transportation practices. III. To master oral expression and teamwork. IV. To capture basic skills of system analysis. V. To emphasize professional transportation ethics.			
S u b j e c t   D e p a r t m e n t a l   c o r e   c o m p e t e n c e s			
A. To obtain basic knowledge of transportation management.(ratio:10.00) B. To familiarize with practice-oriented professional skills.(ratio:50.00) C. To be capable of oral expression and teamwork.(ratio:10.00) D. To obtain basic ability of system analysis.(ratio:10.00) E. To build transportation ethics, care for humanity, and global visions.(ratio:20.00)			
S u b j e c t   S c h o o l w i d e   e s s e n t i a l   v i r t u e s			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:15.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			

Course Introduction	This course introduces the tourism industry from a business perspective. We will cover such aspects as sustainable development goals (SDGs), marketing, and services. The final presentation is about to integrate SDGs, marketing, and services.
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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	Students could understand the fundamental of tourism business administration.	Cognitive
2	Students could capture the overall tourism status and trend.	Cognitive
3	Students could understand the connection between transportation and tourism.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AB	123	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)
2	CD	456	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)
3	E	78	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)

Course Schedule			
Week	Date	Course Contents	Note
1	112/02/13 ~ 112/02/19	Introduction	
2	112/02/20 ~ 112/02/26	Tourism Promoter: Government Agency	
3	112/02/27 ~ 112/03/05	Tourism Marketing Strategy: Product	
4	112/03/06 ~ 112/03/12	Tourism Marketing Strategy: Price	
5	112/03/13 ~ 112/03/19	Tourism Marketing Strategy: Place	
6	112/03/20 ~ 112/03/26	Tourism Marketing Strategy: Promotion	
7	112/03/27 ~ 112/04/02	Field Trip: Taipei Smart City Expo	
8	112/04/03 ~ 112/04/09	Spring Break	
9	112/04/10 ~ 112/04/16	Midterm Project Presentation	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	MICE Industry and Tourism	
12	112/05/01 ~ 112/05/07	Tourism Promoter: Travel Agency	
13	112/05/08 ~ 112/05/14	Tourism Service	
14	112/05/15 ~ 112/05/21	Tourism Supplier: Transportation	
15	112/05/22 ~ 112/05/28	Tourism Supplier: Food and Beverage (Restaurant Impossible)	
16	112/05/29 ~ 112/06/04	Tourism Supplier: Food and Beverage (Restaurant Impossible)	
17	112/06/05 ~ 112/06/11	Final Project Presentation	
18	112/06/12 ~ 112/06/18	Final Exam Week	
Requirement	This course is for students who are interested in tourism and English. Class participation is REQUIRED. "Regular attendance" is key to passing this course.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Cook, Hsu, Marqua (2014), Tourism: The Business of Hospitality and Travel (5/e), Hwatai publishing .		

References	Online materials
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 10.0 %    ◆ Mark of Usual :        %    ◆ Midterm Exam :        %</p> <p>◆ Final Exam :            %</p> <p>◆ Other (Project Presentation) : 90.0 %</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>