

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	TOURISM GEOGRAPHY	Instructor	WEILI JASMINE CHEN
Course Class	TRBXB1A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG3 Good health and well-being for people SDG4 Quality education SDG8 Decent work and economic growth SDG11 Sustainable cities and communities		
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:30.00) B. Ability to communicate in English.(ratio:5.00) C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:30.00) E. Tourism management skills.(ratio:15.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:20.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			

Course Introduction	<p>Tourism geography explores a wide range of interests including the environmental and cultural impacts of tourism, and the geographies of tourism and leisure economies. It aims to answer concerns relate to tourism industry and management challenges. Geographical approaches and techniques offer critical insights into everything from local land-use decisions to international conflict. The course will apply active learning (working groups) methodology. The instructor will facilitate learning by supporting, guiding, and monitoring the learning processes.</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	Students will identify and demonstrate the factors affecting tourism patterns at a global level.	Cognitive
2	Students will be able to examine by integrating regional tourism themes of heritage tourism in 2 regions (Europe and Asia & the Pacific).	Psychomotor
3	Students will demonstrate tourism geography core abilities on the urban tourism attributes at the site level.	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, Practicum	Study Assignments, Activity Participation
2	ABCDE	12345678	Discussion, Practicum, Experience	Discussion(including classroom and online), Practicum, Activity Participation
3	ABCDE	12345678	Practicum, Experience	Report(including oral and written), Activity Participation, Working groups

Course Schedule			
Week	Date	Course Contents	Note
1	112/02/13 ~ 112/02/19	I. Global tourism trend, scale and visitor motivation	
2	112/02/20 ~ 112/02/26	International tourism mobility	
3	112/02/27 ~ 112/03/05	6 Factors shaping the development of international tourism	
4	112/03/06 ~ 112/03/12	Working groups; Projects and presentations	
5	112/03/13 ~ 112/03/19	World Heritage Database and international collaboration	
6	112/03/20 ~ 112/03/26	II. Regional Scale: Heritage Tourism	
7	112/03/27 ~ 112/04/02	Roots Tourism	
8	112/04/03 ~ 112/04/09	~Teaching Administration Observation Period~	
9	112/04/10 ~ 112/04/16	Dark Tourism	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	Nature-based tourism and case study	*Guest speaker
12	112/05/01 ~ 112/05/07	Heritage Tourism	*Tentative field trip (required)
13	112/05/08 ~ 112/05/14	III. Local Scale: Urban tourism	
14	112/05/15 ~ 112/05/21	Inner-city dimensions; Projects and oral presentation	
15	112/05/22 ~ 112/05/28	Movie-induced Tourism	
16	112/05/29 ~ 112/06/04	Project Time: World Heritage Database and international collaboration	
17	112/06/05 ~ 112/06/11	Project Time & Rehearsal	
18	112/06/12 ~ 112/06/18	Final Exam Week	

Requirement	<p>ALWAYS use respect and courtesy when responding to others during class sessions.</p> <ol style="list-style-type: none"> Points will be deducted for late work (-10% per calendar day late) unless negotiated with the instructor in advance of the due date. Please plan ahead to avoid last-minute technology problems. Not accepting assignments after 24 hours of headline. Any personal leave excuse are suggested to be communicated to the instructor in person prior to classes. Students who arrive more than 10 minutes after class starts, or who leave during the class for more than 15 minutes will be marked "absent" for the whole class. The following behaviors will be STRONGLY discouraged (using cell phones, iPod, iPad, laptop computers that are not related to course; games, putting make-ups, napping, & reading one's own materials in classes; longer than 5-min leave from classroom without notice to instructor). Students who get 3 warnings will get 0 for participation. Students who missed 1/3 of course hours will lost the right to take the final project. Responsible smart phone policy: Cell phone use only for course-related learning Zero tolerance to swearing in class
Teaching Facility	Computer, Projector, Other (Field works)
Textbooks and Teaching Materials	Williams, S., & Lew, A. A. (2015). Tourism Geography: cultural Understandings of Place, Space and Experience. Oxon, UK: Routledge.
References	<p>UNWTO (2015). UNWTO Tourism highlights. 2016 Edition. Online Available: http://mkt.unwto.org/publication/unwto-tourism-highlights-2016-edition</p> <p>European Travel Commission (2016). European Tourism 2015-Trends & Prospects. Q4/2015. Online Available: http://www.etc-corporate.org/reports/european-tourism-2015-trends-and-prospects-(q4-2015)</p>
Number of Assignment(s)	2 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : 25.0 %</p> <p>◆ Other (e-demonstrations) : 20.0 %</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>