

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	TOURISM RESOURCE MANAGEMENT	Instructor	CHI, SHAN JU
Course Class	TRBXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education		
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:30.00) B. Ability to communicate in English.(ratio:10.00) C. Proper service and work attitude.(ratio:30.00) D. Tourism management knowledge.(ratio:10.00) E. Tourism management skills.(ratio:20.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 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:10.00) 8. A sense of aesthetic appreciation. (ratio:10.00) 			

Course Introduction	This course aims at introducing tourism resources and management of tourism resources to students. The theoretical knowledge will be supported by real practices through case studies, in-class activities, group discussion, and an 18-hour service learning.
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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	to introduce types of tourism resources	Cognitive
2	to introduce how to manage tourism resources	Cognitive
3	to experience real practice in tourism resources management through an 18-hour service learning	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABD	12345	Lecture, service learning	Discussion(including classroom and online), Report(including oral and written), Activity Participation, service learning
2	ABCDE	12345	Lecture, Discussion, Experience, service learning	Discussion(including classroom and online), Report(including oral and written), Activity Participation, service learning

3	ABCDE	12345678	Discussion, Experience, service learning	Discussion(including classroom and online), Report(including oral and written), Activity Participation, service learning
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Course Schedule

Week	Date	Course Contents	Note
1	112/02/13 ~ 112/02/19	Course Introduction	
2	112/02/20 ~ 112/02/26	Introduction to Tourism Resources	
3	112/02/27 ~ 112/03/05	Puzzle Game Workshop (8 hours)	take place on March 4
4	112/03/06 ~ 112/03/12	Puzzle Game Workshop (8 hours)	take place on March 11)
5	112/03/13 ~ 112/03/19	Game and Tourism (Gamification in Tourism)	
6	112/03/20 ~ 112/03/26	Puzzle Game Workshop on March 4	
7	112/03/27 ~ 112/04/02	Experience on 'Puzzle Games' (Field Trip)	Field Trip on April 1
8	112/04/03 ~ 112/04/09	Puzzle Game Workshop on March 11	
9	112/04/10 ~ 112/04/16	Destination Competitiveness Model	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	Puzzle Game Workshop on April 15	
12	112/05/01 ~ 112/05/07	Puzzle Game Workshop on April 15	
13	112/05/08 ~ 112/05/14	Tourist Management and Crisis Management 1	
14	112/05/15 ~ 112/05/21	Tourist Management and Crisis Management 2	
15	112/05/22 ~ 112/05/28	PBL activity	Service Learning
16	112/05/29 ~ 112/06/04	Destination Management and Destination Marketing	Service Learning
17	112/06/05 ~ 112/06/11	Puzzle Game Wrap-up Presentations	
18	112/06/12 ~ 112/06/18	Final Exam Week	

Requirement

This course is funded by MOE and there will be many activities taking place on weekends, including puzzle game workshop (3 weekends) and service learning on puzzle game realization (2 weeks). If you can not participate these activities, please do not take this course. The workshop will take place on March 4, 11 and April 15. The service learning will take place on both May 27-28 and June 3-4.

Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	
References	
Number of Assignment(s)	5 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other (assignments) : 30.0 %</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>