

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL RESORT MANAGEMENT	Instructor	I-HSUAN SHIH
Course Class	TRBXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG1 No poverty SDG3 Good health and well-being for people SDG10 Reducing inequalities 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:25.00) B. Ability to communicate in English.(ratio:25.00) C. Proper service and work attitude.(ratio:10.00) D. Tourism management knowledge.(ratio:25.00) E. Tourism management skills.(ratio:15.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:20.00) 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:10.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			

Course Introduction	<p>This course aims to provide students insights into resort development and resort operations. The course will cover the history and features of resorts, external and internal challenges and strategies for resort development, management, and the future directions. The goal of this course is to prepare students with both the management construction theories and operational competencies necessary for entering the resort industry.</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) To understand the uniqueness of resort management (2) To describe the different types of resorts (3) To describe the basic elements of a resort complex (4) To cultivate critical thinking skills with a hospitality perspective. (5) To develop an awareness of the importance of community engagement and ethical values	Cognitive

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, Imitation	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	112/02/13 ~ 112/02/19	Introduction of the course What are the differences between hotels and resorts?	

2	112/02/20 ~ 112/02/26	Destination economy	
3	112/02/27 ~ 112/03/05	History and Features of Resorts	
4	112/03/06 ~ 112/03/12	Resort Facilities	
5	112/03/13 ~ 112/03/19	Resort Facilities	
6	112/03/20 ~ 112/03/26	Resort Presentation	
7	112/03/27 ~ 112/04/02	Resort Presentation	
8	112/04/03 ~ 112/04/09	Spring Break	
9	112/04/10 ~ 112/04/16	Movie and Kahoot	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	Resort Development Planning and Financial Management	
12	112/05/01 ~ 112/05/07	The Basic Elements of a Resort Complex - Mountain	
13	112/05/08 ~ 112/05/14	The Basic Elements of a Resort Complex - Beach	
14	112/05/15 ~ 112/05/21	The Basic Elements of a Resort Complex – Golf	
15	112/05/22 ~ 112/05/28	CSR- Environment and Site Management Sustainability of a beach resort – A case study	
16	112/05/29 ~ 112/06/04	News Presentation	
17	112/06/05 ~ 112/06/11	News Presentation	
18	112/06/12 ~ 112/06/18	Final Exam Week	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		No required textbook Reading materials to be assigned.	
References			

Number of Assignment(s)	20 (Filled in by assignment instructor only)
Grading Policy	<ul style="list-style-type: none"> ◆ Attendance : 20.0 % ◆ Mark of Usual : 15.0 % ◆ Midterm Exam : 5.0 % ◆ Final Exam : 10.0 % ◆ Other (case, presentation) : 50.0 %
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>