

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	SUSTAINABLE TOURISM	Instructor	WEILI JASMINE CHEN
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 SDG11 Sustainable cities and communities SDG13 Climate action SDG17 Partnerships for the goals		
Departmental Aim of Education			
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:10.00) C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:10.00) E. Tourism management skills.(ratio:30.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:25.00) 4. Moral integrity. (ratio:20.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:5.00) 8. A sense of aesthetic appreciation. (ratio:5.00)			

Course Introduction	<p>Sustainable tourism starts as an awakening from both the industry and government with the attempts to make as low impact on the environment and local culture as possible, while helping to generate future employment for local residents. The goals for sustainable tourism is to ensure that development brings a positive (or less negative) experiences and benefits for local people, tourism companies and the tourists themselves. Syllabus is subject to change due to class size. Check iClass often for updates of learning resources.</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	Providing students real world experiences in participating in ecotourism planning and delivery.	Cognitive
2	Applying sustainable tourism principles and tools in planning and management activities.	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	Testing, Discussion(including classroom and online), Activity Participation
2	ABCDE	12345678	Discussion, Practicum	Study Assignments, Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	112/02/13 ~ 112/02/19	Introduction of course, instructor, course design, and partners; Mini case study	
2	112/02/20 ~ 112/02/26	10 businesses achieve 20 years of certification with Ecotourism Australia	

3	112/02/27 ~ 112/03/05	Module 1: Global Tourism Plastics Initiative	Assignment
4	112/03/06 ~ 112/03/12	Addressing pollution from single-use plastic products	
5	112/03/13 ~ 112/03/19	A Life Cycle Approach – Key messages for tourism businesses	
6	112/03/20 ~ 112/03/26	Module 2: About GSTC--Global Sustainable Tourism Criteria	
7	112/03/27 ~ 112/04/02	Tools and applications	Quiz
8	112/04/03 ~ 112/04/09	Case study and assessments	
9	112/04/10 ~ 112/04/16	Local Case: Resources, Site, Activities, Experiences and Benefits	Reporting
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	Module 3: The Healing Power of Nature	Tentative field trip
12	112/05/01 ~ 112/05/07	Nature-based & Forest Therapy Application (1)	
13	112/05/08 ~ 112/05/14	Nature-based & Forest Therapy Application (2)	
14	112/05/15 ~ 112/05/21	Demonstration and Peer Review	Final project
15	112/05/22 ~ 112/05/28	Graduate Exam Week	
16	112/05/29 ~ 112/06/04	---	
17	112/06/05 ~ 112/06/11	---	
18	112/06/12 ~ 112/06/18	---	
Requirement	<p>Encouraging: 1. Open-minded & Willing to try new things 2. Happy to interact with instructor & classmates 3. Can also enjoy learning, discovery, & diversity</p> <p>Strongly discouraged:</p> <p>1. Cheating and plagiarism will receive zero on the task(s): References and acknowledgement of the original author(s) or source must be made through appropriate references.</p> <p>2. Points will be deducted for late work (-50% per calendar day late) unless negotiated with the instructor in advance of the due date/hour. Not accepting after 24 hours. Please plan ahead to avoid last-minute technology problems. No name, no grade.</p> <p>3. Any leave excuse shall be communicated to the instructor in person prior to classes.</p> <p>4. The following behaviors will be STRONGLY discouraged</p> <ul style="list-style-type: none"> -Using cell phones for chats (Line, FB, message...) & shopping iPod, iPad, lap top computers that are not related to course Unrelated games, film from smart phones -Napping/sleeping -Reading one's own materials/doing your own homework in classes -Longer than 5-min leave from classroom during the class. <p>You will lose opportunities for Bonus and get 0 for participation.</p>		

Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	iClass Readings
References	Epler Wood, M. (2017). Sustainable Tourism on a Finite Planet: Environmental, Business and Policy Solutions. Oxon: Routledge,
Number of Assignment(s)	2 (Filled in by assignment instructor only)
Grading Policy	<ul style="list-style-type: none"> ◆ Attendance : 20.0 % ◆ Mark of Usual : 5.0 % ◆ Midterm Exam : 25.0 % ◆ Final Exam : 25.0 % ◆ Other (case analysis) : 25.0 %
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>