

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

Course Title	TOURISM PROJECT	Instructor	I-HSUAN SHIH
Course Class	TRBXB4A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG3 Good health and well-being for people SDG4 Quality education 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.			
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. Ability to analyze and solve problems.(ratio:20.00) B. Ability to communicate in English.(ratio:20.00) C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(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: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:20.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			

<b>Course Introduction</b>	<p>This course is for students to demonstrate and consolidate their knowledge and skills of their four-years of hard work. It provides students the opportunities to choose from various projects which include but are not limited to: (1) Marketing video project; (2) board game design project (3) hotel project; (4) musical instruction; and (5) other project. Students are expected to have a comprehensive insight in the field of hospitality. The project will transform students into strategic business leaders or planners.</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 demonstrate on understanding of the hospitality and tourism field (2) To consolidate the skills and knowledge of the hospitality and tourism industry (3) To understand the comprehensive business practices in the industry (4) To cultivate critical thinking skills with a hospitality perspective (5) To prepare students with a high degree of professionalism and hospitality throughout their careers	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, Publication, Practicum, Experience, Imitation	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 of the course Class schedule	

2	112/02/20 ~ 112/02/26	Project Preparation (teammates)	
3	112/02/27 ~ 112/03/05	Project Preparation (motivation)	
4	112/03/06 ~ 112/03/12	Project Preparation (timeline)	
5	112/03/13 ~ 112/03/19	Presentation for Group Motivation and project timeline (Video, Hotel, Others)	
6	112/03/20 ~ 112/03/26	Presentation for Group Motivation and project timeline (Board game, Musical, Others)	
7	112/03/27 ~ 112/04/02	Reviews	
8	112/04/03 ~ 112/04/09	Spring Break	
9	112/04/10 ~ 112/04/16	The midterm result report	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	Preparation for the final presentation	
12	112/05/01 ~ 112/05/07	Group presentation	
13	112/05/08 ~ 112/05/14	Group presentation	
14	112/05/15 ~ 112/05/21	Board Game presentation	
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			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials			
References			

Number of Assignment(s)	5 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 10.0 %    ◆ Mark of Usual :        %    ◆ Midterm Exam : 40.0 %</p> <p>◆ Final Exam : 50.0 %</p> <p>◆ Other ( ) :        %</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>