

Tamkang University Academic Year 112, 1st Semester Course Syllabus

Course Title	INTRODUCTION OF TOURISM DEVELOPMENT	Instructor	CHUANG, HSIU-HUI
Course Class	TRBXB1A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure 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:20.00) B. Ability to communicate in English.(ratio:20.00) C. Proper service and work attitude.(ratio:15.00) D. Tourism management knowledge.(ratio:30.00) E. Tourism management skills.(ratio:15.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:30.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:15.00) 8. A sense of aesthetic appreciation. (ratio:5.00)			

Course Introduction	The course is designed to enrich students' understanding of tourism knowledge, including the tourism industry, tourism marketing, quality service, service providers, transportation, accommodations, hospitality, destinations. The economic, political, environmental, social and culture impacts on tourism are also discussed.
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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	Understand the development of the tourism industry	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	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	112/09/11 ~ 112/09/17	Course introduction	
2	112/09/18 ~ 112/09/24	Introduction to tourism development	
3	112/09/25 ~ 112/10/01	Marketing to the traveling public	
4	112/10/02 ~ 112/10/08	Marketing to the traveling public	

5	112/10/09 ~ 112/10/15	Delivering quality tourism services	
6	112/10/16 ~ 112/10/22	Field trip 1	
7	112/10/23 ~ 112/10/29	Bringing travelers and tourism service suppliers together	
8	112/10/30 ~ 112/11/05	Bringing travelers and tourism service suppliers together	
9	112/11/06 ~ 112/11/12	Midterm Exam Week	
10	112/11/13 ~ 112/11/19	Guest speech	
11	112/11/20 ~ 112/11/26	Accommodations	
12	112/11/27 ~ 112/12/03	Economic and political impacts on tourism	
13	112/12/04 ~ 112/12/10	Environmental and social/culture impacts on tourism	
14	112/12/11 ~ 112/12/17	Field trip 2	
15	112/12/18 ~ 112/12/24	Group Presentation	
16	112/12/25 ~ 112/12/31	Group Presentation	
17	113/01/01 ~ 113/01/07	Final Exam Week	
18	113/01/08 ~ 113/01/14	Flex week, learning activities should be arranged.	
Key capabilities			
Interdisciplinary			
Distinctive teaching			
Course Content		Logical Thinking Sustainability issue	
Requirement		If a student's class absence reaches one-third of the total class hours (in a semester) for this course, the course instructor will notify the Office of Academic Affairs, and the student will not be allowed to take part in the remaining course examinations and will receive a semester grade (for this course) of zero.	

Textbooks and Teaching Materials	<p>Self-made teaching materials: Handouts, Videos, Worksheets</p> <p>Using teaching materials from other writers: Textbooks</p> <p>Name of teaching materials:</p> <p>Cook, R. A., Hsu, H. C. & Taylor, L. L. (2018). Tourism: the Business of Hospitality and Travel (Global Edition & 6th Edition). London: Pearson</p>
References	
Grading Policy	<p>◆ Attendance : 15.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : 25.0 %</p> <p>◆ Other 〈Quizzes&assignments〉 : 25.0 %</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>