

Tamkang University Academic Year 112, 1st Semester Course Syllabus

Course Title	PRINCIPLES AND APPLICATION FOR INTERPRETATION	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:10.00) B. Ability to communicate in English.(ratio:30.00) 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			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:20.00) 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:15.00) 			

Course Introduction	This course aims at building up the knowledge of being an on-site interpreter from both theoretical background and on-site practices. Students will be assessed by assignments, presentations, and hands-on activities.
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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 understand the principles of guiding and on-site interpretation	Cognitive
2	to acquire skills of guiding and on-site interpretation	Cognitive
3	to be able to deliver presentations (on-site interpretations) confidently	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	DE	12345678	Lecture, Discussion, Practicum	Testing, Discussion(including classroom and online), Report(including oral and written)
2	ABCE	12345678	Lecture, Discussion, Practicum	Testing, Discussion(including classroom and online), Report(including oral and written)
3	ABCDE	12345678	Lecture, Discussion, Practicum	service learning

Course Schedule			
Week	Date	Course Contents	Note
1	112/09/11~ 112/09/17	Course Introduction; warm-up; self-introduction; chit-chat	bonus: 1%
2	112/09/18~ 112/09/24	warm-up; interpretaion; radio show/podcast host	bonus: 1%
3	112/09/25~ 112/10/01	Principles of interpretation; my interpretation of principles of interpretation; self-survey (pre-test): bonus 2%	MOU:2%
4	112/10/02~ 112/10/08	1st trial: art work	10%
5	112/10/09~ 112/10/15	10/9: flexible holiday (classes rearranged); 10/10 national holiday: no class	Field trip 10/28
6	112/10/16~ 112/10/22	2nd trial: cultural sites (10/17: field trip on 10/28; no class)	Field Trip on 10/28: Tamsui Old Street
7	112/10/23~ 112/10/29	2nd trial continues 10/23; Lecture:interpretation emplyed with 5 senses	
8	112/10/30~ 112/11/05	3rd trial: interpretation employed with 5 senses	10%
9	112/11/06~ 112/11/12	Midterm exam starts	
10	112/11/13~ 112/11/19	Oral presentation (midterm exam continues)	
11	112/11/20~ 112/11/26	Field trip 11/18; no class	Field trip: Beitao
12	112/11/27~ 112/12/03	Final project explanation; lecture and workshop: Brochure design	
13	112/12/04~ 112/12/10	Brochure design idea presentations	MOU:2%
14	112/12/11~ 112/12/17	workshop on final project idea; presentations	MOU: 2%
15	112/12/18~ 112/12/24	Workshop on final project idea (in-class)	MOU: 2%
16	112/12/25~ 112/12/31	Presentation on final projects	20%
17	113/01/01~ 113/01/07	1/1 national holiday: no class; 1/2 wrap-up; teaching survey: bonus 2%	
18	113/01/08~ 113/01/14	Final exam week	post-test: bonus 2%
Key capabilities		self-directed learning	

Interdisciplinary	Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)
Distinctive teaching	Project implementation course
Course Content	skill application
Requirement	exercises include: 3 trials: 10% x 3 = 30% field trip reflection: 5% x 2 = 10%
Textbooks and Teaching Materials	Self-made teaching materials:Presentations Using teaching materials from other writers:Presentations, Videos
References	Tilden, Freeman (1977). Interpreting Our Heritage (3rd ed.) Chapel Hill: University of North Carolina Press Beck, Lary and Cable, Ted (2011). The gift of interpretation: 15 guiding principles for interpreting nature and culture (3rd ed.) Urbana: Sagamore Publishing.
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other 〈exercises〉 : 40.0 %
Note	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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.