

Tamkang University Academic Year 112, 1st Semester Course Syllabus

Course Title	TOURISM SERVICE MANAGEMENT	Instructor	JUAN, PIN-JU
Course Class	TRBXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education		
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:5.00) B. Ability to communicate in English.(ratio:5.00) C. Proper service and work attitude.(ratio:30.00) D. Tourism management knowledge.(ratio:30.00) E. Tourism management skills.(ratio:30.00)			
Subject Schoolwide essential virtues			
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)			

Course Introduction	<p>This class is mainly focused on the introduction of Hotel Service Management. The guest service serves as a companion guide to the guest service and management operation. Employees can use it as a reference that improves training retention.</p> <p>Contains exercises covering the various parts of the training in the seven elements of the highest service. Authenticity, intuition, empathy, champion, delight, delivery, initiative.</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. Overview of guest service management. 2. How to carry out service management, facing the different customers and situations.	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, Experience	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 Orientation	
2	112/09/18 ~ 112/09/24	Unit One: Introduction	
3	112/09/25 ~ 112/10/01	Unit One 1/3: Introduction	9/26 Guest Speaker from AH&LA

4	112/10/02 ~ 112/10/08	Unit One 2/3: Get Engaged	Collaborative Teaching: Fullon Hotel
5	112/10/09 ~ 112/10/15	Double Tenth Day 雙十節 放假一天	
6	112/10/16 ~ 112/10/22	Unit One 3/3: Connect with your customers	Collaborative Teaching: Mandarin Oriental Taipei
7	112/10/23 ~ 112/10/29	Unit Two: Intuition: Read the Need	Collaborative Teaching: Mandarin Oriental Taipei
8	112/10/30 ~ 112/11/05	Unit Three: Use your Heart	Collaborative Teaching: Mandarin Oriental Taipei
9	112/11/06 ~ 112/11/12	Unit Four: Be a Guest Hero!	Collaborative Teaching: Mandarin Oriental Taipei
10	112/11/13 ~ 112/11/19	Unit Five: Provide a Surprise	
11	112/11/20 ~ 112/11/26	Dolphin Logistics Supply Chain Management Co.	11/21 Field Trip
12	112/11/27 ~ 112/12/03	Unit Six: Follow Through!	Collaborative Teaching: Mandarin Oriental Taipei
13	112/12/04 ~ 112/12/10	Unit Seven: Make the Effort!	
14	112/12/11 ~ 112/12/17	12/12期末考 Final Exam	
15	112/12/18 ~ 112/12/24	Oral presentation	
16	112/12/25 ~ 112/12/31	Oral presentation	
17	113/01/01 ~ 113/01/07	NO CLASS校外參訪調課	
18	113/01/08 ~ 113/01/14	彈性授課	
Key capabilities		self-directed learning Social Participation Problem solving	
Interdisciplinary		Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)	
Distinctive teaching		Project implementation course Special/Problem-Based(PBL) Courses	

Course Content	Logical Thinking
Requirement	<p>每節課必點名，並會於期末進行扣考(Withhold the test)，若進入扣考名單觀光服務管理課程之學期成績必會是0分。</p> <p>根據淡江大學學則第三十八條規定，如下： 學生經核准請假而缺席者為缺課，未經請假或請假未准而缺席者為曠課，缺課及曠課之處理規定如下： 一、曠課一小時，作缺課二小時論。 二、學生對某一科目之缺課總時數達該科全學期授課時數三分之一，經該科教師通知教務處時即不准參加該科目之考試，該科目學期成績以零分計算。</p> <p>Each student in this course is expected to abide by the University' s Code of Academic Integrity. During examinations, you must do your own work. Talking or discussion is not permitted during the examinations, nor do you copy from textbooks, lecture notes, or others, or collaborate in any way. Any collaborative behavior during the examination will result in failure of the exam and may lead to failure of the course and University disciplinary action. Suppose a student' s class absence reaches one-third of the total class hours (in a semester) for this course. In that case, 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.</p> <p>This course will have a field trip in November.</p>
Textbooks and Teaching Materials	<p>Self-made teaching materials:Textbooks, Presentations, Handouts, Videos</p> <p>Using teaching materials from other writers:Textbooks, Presentations, Handouts</p>
References	<p>AH&LA (2011). Guest Service Gold. Michigan: American Hotel & Lodging Education Institute.</p> <p>Bordoloi, S., Fitzsimmons, J. A., & Fitzsimmons, M. J. (2019). Service Management. 9th ed. New York: McGraw-Hill Education.</p>
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : %</p> <p>◆ Final Exam : 40.0 %</p> <p>◆ Other 〈Case Study Oral Pres〉 : 10.0 %</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>