

## Tamkang University Academic Year 112, 2nd Semester Course Syllabus

Course Title	TOURISM ADMINISTRATION AND LAW	Instructor	JUAN, PIN-JU
Course Class	TRBXB1A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH- TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure SDG10 Reducing inequalities SDG11 Sustainable cities and communities SDG16 Peace, justice and strong institutions		
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:40.00) B. Ability to communicate in English.(ratio:10.00) C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:10.00)			
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:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:20.00) 8. A sense of aesthetic appreciation. (ratio:5.00)			

Course Introduction	This course introduces the laws and policies in tourism and hospitality industry in Taiwan. The students are expected to deeply understand the rationale for these laws, regulations and policies.
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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.It introduces the laws and policies in tourism and hospitality industry in Taiwan.	Cognitive
2	2.The students are expected to deeply understand the rationale for these laws, regulations and policies.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	BD	235678	Lecture, Practicum	Testing, Study Assignments, Practicum
2	ACE	12345678	Lecture, Discussion, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

**Course Schedule**

Week	Date	Course Contents	Note
1	113/02/19~ 113/02/25	Course Orientation	

2	113/02/26 ~ 113/03/03	Introduction and Definitions for Tourism Organization	
3	113/03/04 ~ 113/03/10	Tourism Policy	
4	113/03/11 ~ 113/03/17	01 Statute for the Development of Tourism 發展觀光條例	
5	113/03/18 ~ 113/03/24	01 Statute for the Development of Tourism 發展觀光條例	
6	113/03/25 ~ 113/03/31	02 Regulations Governing Travel Agencies 旅行業管理規則	
7	113/04/01 ~ 113/04/07	03 Template of Standardized Contract for Overseas Tour 國外旅遊定型化契約書	
8	113/04/08 ~ 113/04/14	04 Regulations Governing Tour Guides 領隊人員管理規則 05 Regulations for Administration of Tourist Hotel Enterprises 導遊人員管理規則	
9	113/04/15 ~ 113/04/21	Midterm Exam Week	
10	113/04/22 ~ 113/04/28	06 Regulations for the Administration of Hotel Enterprises 旅館業管理規則	
11	113/04/29 ~ 113/05/05	07 Hot Spring Act 溫泉法	
12	113/05/06 ~ 113/05/12	08 Regulations for the Management of Home Stay Facilities 民宿管理辦法	
13	113/05/13 ~ 113/05/19	09 National Park Law 國家公園法	
14	113/05/20 ~ 113/05/26	10 Regulations Governing the Establishment and Management of Forest Recreation Areas 森林遊樂區設置管理辦法	
15	113/05/27 ~ 113/06/02	11 Regulations Governing Water Recreation Activities 水域遊憩活動管理辦法	
16	113/06/03 ~ 113/06/09	12 Regulation for Counseling and Governance of Recreation Agriculture 休閒農業輔導管理辦法	
17	113/06/10 ~ 113/06/16	Final Exam Week (Date:113/6/11-113/6/17)	
18	113/06/17 ~ 113/06/23	Flex week, learning activities should be arranged.	
Key capabilities		Humanistic Caring Problem solving	

Interdisciplinary	STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)
Distinctive teaching	Project implementation course Special/Problem-Based(PBL) Courses
Course Content	Logical Thinking Environmental Safety Sustainability issue
Requirement	請假依學生手冊規定，會有扣考。老師視上課情況調整評分標準。 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	Self-made teaching materials: <a href="https://admin.taiwan">https://admin.taiwan</a> Using teaching materials from other writers: <a href="https://admin.taiwan">https://admin.taiwan</a>
References	交通部觀光署 <a href="https://admin.taiwan.net.tw/">https://admin.taiwan.net.tw/</a>
Grading Policy	◆ Attendance : 20.0 %    ◆ Mark of Usual :        %    ◆ Midterm Exam : 15.0 % ◆ Final Exam : 15.0 % ◆ Other 〈每次上課都會有課堂作業〉 : 50.0 %
Note	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> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>