

Tamkang University Academic Year 112, 2nd Semester Course Syllabus

Course Title	TOURISM RESOURCE MANAGEMENT	Instructor	CHI, SHAN JU
Course Class	TRBXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	Details	◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	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.			
Subject Departmental core competences			
A. Ability to analyze and solve problems.(ratio:30.00) B. Ability to communicate in English.(ratio:10.00) C. Proper service and work attitude.(ratio:30.00) D. Tourism management knowledge.(ratio:10.00) E. Tourism management skills.(ratio:20.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 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:10.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			

Course Introduction	This course aims at introducing tourism resources and management of tourism resources to students. The theoretical knowledge will be supported by real practices through case studies, in-class activities, group discussion, and an 18-hour service learning.
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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 introduce types of tourism resources	Cognitive
2	to introduce how to manage tourism resources	Cognitive
3	to experience real practice in tourism resources management through an 18-hour service learning	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, Discussion(including classroom and online), Report(including oral and written)
2	ABCDE	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)
3	ABCDE	12345678	Practicum	Practicum, Report(including oral and written)

Course Schedule			
Week	Date	Course Contents	Note
1	113/02/19 ~ 113/02/25	Course Orientation	
2	113/02/26 ~ 113/03/03	Tourism Resources	
3	113/03/04 ~ 113/03/10	Strategy for Angor	
4	113/03/11 ~ 113/03/17	Gamification in Tourism (March 11 - no class owing to field trip on April 20)	
5	113/03/18 ~ 113/03/24	Destination Competitiveness Model/Destination Image Building	
6	113/03/25 ~ 113/03/31	PBL activity - tourism subsidy and tourism tax (3/26 class observation)	Field trip on March 23
7	113/04/01 ~ 113/04/07	Spring break: no class	
8	113/04/08 ~ 113/04/14	Agriculture Tourism/service learning starts	
9	113/04/15 ~ 113/04/21	Midterm Exam Week (written exam)	Field trip on April 20
10	113/04/22 ~ 113/04/28	PBL activity: tourism recovery from Covid-19. Field trip on April 20, no class on April 23.	
11	113/04/29 ~ 113/05/05	Film tourism/Content tourism and Tourism Impacts	Field trip on 5/4
12	113/05/06 ~ 113/05/12	Field on May 4; no class on May 6 and 7	
13	113/05/13 ~ 113/05/19	Board Game	
14	113/05/20 ~ 113/05/26	PBL role play (1)	
15	113/05/27 ~ 113/06/02	PBL role play (2)	
16	113/06/03 ~ 113/06/09	Crisis Management	
17	113/06/10 ~ 113/06/16	Final Exam Week (Date:113/6/11-113/6/17)	Service Learning Ends.
18	113/06/17 ~ 113/06/23	Field trip on March 23, no class during this week	
Key capabilities		self-directed learning Problem solving Interdisciplinary	
Interdisciplinary		In addition to teaching content of the teacher's professional field, integrate other subjects or invite experts and scholars in other fields to share knowledge or teaching	

Distinctive teaching	Game-based learning courses Project implementation course Special/Problem-Based(PBL) Courses
Course Content	Sustainability issue
Requirement	Midterm exam: written exam - essay questions Final exam: service learning projects Others: 3 reflection - field trip, board game, and role play mark of usual: class participation, such as tourism tax (5%), tourism loss(5%), and other in-class activities
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Worksheets Using teaching materials from other writers:Handouts, Videos
References	Reference list will be shown to students in class or on iclass.
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other 〈reflection〉 : 30.0 %
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.