

Tamkang University Academic Year 112, 2nd Semester Course Syllabus

Course Title	TOURISM PROJECT	Instructor	I-HSUAN SHIH
Course Class	TRBXB4A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG3 Good health and well-being for people 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.			
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:20.00) B. Ability to communicate in English.(ratio:20.00) C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:20.00)			
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: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 course is for students to demonstrate and consolidate their knowledge and skills of their four-years of hard work. It provides students the opportunities to choose from various projects which include but are not limited to: (1) board game design project (2) hotel pipeline project; (3) musical instruction; (4) one Week store project and (5) other project. Students are expected to have a comprehensive insight in the field of hospitality. The project will transform students into strategic business leaders or planners.</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) To demonstrate an understanding of the hospitality and tourism field (2) To consolidate the skills and knowledge of the hospitality and tourism industry (3) To understand the comprehensive business practices in the industry (4) To cultivate critical thinking skills with a hospitality perspective (5) To prepare students with a high degree of professionalism and hospitality throughout their careers	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	Publication, Experience, Imitation	Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	113/02/19~ 113/02/25	Introduction of the course Class schedule	

2	113/02/26 ~ 113/03/03	Project Preparation (teammates)	
3	113/03/04 ~ 113/03/10	Project Preparation (motivation)	
4	113/03/11 ~ 113/03/17	Project Preparation (timeline)	
5	113/03/18 ~ 113/03/24	Presentation for Group Motivation and project timeline (Video, Hotel, Others)	
6	113/03/25 ~ 113/03/31	Presentation for Group Motivation and project timeline (Board game, Musical, Others)	
7	113/04/01 ~ 113/04/07	Spring Break	
8	113/04/08 ~ 113/04/14	Prepare Midterm Report	
9	113/04/15 ~ 113/04/21	Midterm Exam Week	
10	113/04/22 ~ 113/04/28	Preparation for the final presentation	
11	113/04/29 ~ 113/05/05	Preparation for the final presentation	
12	113/05/06 ~ 113/05/12	Group presentation	
13	113/05/13 ~ 113/05/19	Group presentation	
14	113/05/20 ~ 113/05/26	Board Game presentation	
15	113/05/27 ~ 113/06/02	Graduate Exam Week	
16	113/06/03 ~ 113/06/09		
17	113/06/10 ~ 113/06/16		
18	113/06/17 ~ 113/06/23		
Key capabilities	self-directed learning Problem solving		
Interdisciplinary			
Distinctive teaching	Industry-university collaboration courses Game-based learning courses Project implementation course		

Course Content	Logical Thinking Sustainability issue
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Handouts, Worksheets
References	
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 40.0 %</p> <p>◆ Final Exam : 50.0 %</p> <p>◆ Other () : %</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>