

Tamkang University Academic Year 113, 2nd Semester Course Syllabus

Course Title	TOURISM MANAGEMENT AND OPERATIONS	Instructor	CHIH-LIN CHUNG
Course Class	TGLXB0A ELECTIVES COURSES BY COLLEGE OF BUSINESS AND MANAGEMENT, 0A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester ◆ 2 Credits
Relevance to SDGs	SDG3 Good health and well-being for people SDG9 Industry, Innovation, and Infrastructure		
Departmental Aim of Education			
I. Acquisition of professional knowledge. II. Learning effective self-planning. III. Theoretical application of practical matters. IV. Interpersonal communication and teamwork. V. Analysis of problems and recommendations. VI. Awareness of Ethics as a global citizen.			
Subject Departmental core competences			
A. Students can demonstrate that they have program basic knowledge of business and management.(ratio:55.00) B. Students can demonstrate that they have capability in professional knowledge expression. (ratio:35.00) C. Students can demonstrate that they have capability in using information technology. (ratio:5.00) D. Students can demonstrate that they are critical thinkers.(ratio:5.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:20.00)			

7. A spirit of teamwork and dedication. (ratio:15.00)

8. A sense of aesthetic appreciation. (ratio:10.00)

Course Introduction

This course introduces the tourism industry from a business perspective. We will cover such aspects as sustainable development goals (SDGs), marketing, and services. The final presentation is about to integrate SDGs, marketing, and services.

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	Students could understand the fundamental of tourism business administration.	Cognitive
2	Students could capture the overall tourism status and trend.	Cognitive
3	Students could understand the connection between transportation and tourism.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AB	123	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)
2	C	456	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)

3	D	78	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)
Course Schedule				
Week	Date	Course Contents		Note
1	114/02/17 ~ 114/02/23	Introduction		
2	114/02/24 ~ 114/03/02	Tourism Promoter: Government Agency		
3	114/03/03 ~ 114/03/09	Tourism Promoter: Travel Agency		
4	114/03/10 ~ 114/03/16	MICE Industry and Tourism		
5	114/03/17 ~ 114/03/23	Field Trip: SCSE@Nangang Exhibition Center		
6	114/03/24 ~ 114/03/30	Tourism and SDGs		
7	114/03/31 ~ 114/04/06	Spring Break (no class)		
8	114/04/07 ~ 114/04/13	Tourism Marketing Strategy: Product		
9	114/04/14 ~ 114/04/20	Tourism Marketing Strategy: Price		
10	114/04/21 ~ 114/04/27	Tourism Marketing Strategy: Price		
11	114/04/28 ~ 114/05/04	Tourism Marketing Strategy: Promotion		
12	114/05/05 ~ 114/05/11	Special Topic: Holiday and Tourism		
13	114/05/12 ~ 114/05/18	Tourism Service		
14	114/05/19 ~ 114/05/25	Tourism Supplier: Transportation		
15	114/05/26 ~ 114/06/01	Tourism Supplier: Food and Beverage		
16	114/06/02 ~ 114/06/08	Tourism Supplier: Food and Beverage		
17	114/06/09 ~ 114/06/15	Final Project Presentation		
18	114/06/16 ~ 114/06/22	Flexible Teaching Week (online)		
Key capabilities				
Interdisciplinary				

Distinctive teaching	
Course Content	Sustainability issue
Requirement	This course is for students who are interested in tourism and English. Class participation is REQUIRED. The final exam will be replaced by the project presentation. The midterm exam will be replaced by a mini-reflection report.
Textbooks and Teaching Materials	Self-made teaching materials:Handouts
References	Online materials
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 10.0 % ◆ Final Exam : 80.0 % ◆ Other () : %
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.