

Tamkang University Academic Year 113, 2nd Semester Course Syllabus

Course Title	TOUR PLANNING AND DESIGN	Instructor	CHEN, SHU-CHUAN
Course Class	TRBXB2A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2A	Details	◆ General Course ◆ Required ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG3 Good health and well-being for people SDG5 Gender equality SDG11 Sustainable cities and communities SDG12 Responsible consumption and production		
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:20.00) B. Ability to communicate in English.(ratio:20.00) 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:5.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:15.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:30.00) 8. A sense of aesthetic appreciation. (ratio:15.00)			

Course Introduction	With growing potential in the community-based tourism, the task of maintaining cultural and environmental integrity in small, fragile communities has never been more critical. This course will provide an in-depth knowledge of tourism planning and various aspects of planning in Taiwan and the rest of the world. It will provide students with the ability to analyse the economic, socio-cultural, environmental and geographical factors that affect tourism, and how this knowledge can be used to provide appropriate plans for sustainable tourism development.
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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	Students are able to analyze the various aspects of designing a tour project.	Affective
2	With a group. students are able to design a tour package in Taiwan.	Cognitive
3	With a group, students are able to design a tour package overseas.	Psychomotor

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, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
2	ABCDE	12345678	Lecture, Discussion, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

3	ABCDE	12345678	Lecture, Discussion, Practicum	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
Course Schedule				
Week	Date	Course Contents		Note
1	114/02/17 ~ 114/02/23	Introduction		Assignment
2	114/02/24 ~ 114/03/02	Planning and analysis		
3	114/03/03 ~ 114/03/09	Planning Tools		In-class activity
4	114/03/10 ~ 114/03/16	Planning Tools		
5	114/03/17 ~ 114/03/23	Learn from the past		In-class activity
6	114/03/24 ~ 114/03/30	1st project presentation		
7	114/03/31 ~ 114/04/06	Tomb Sweeping Day, no class		
8	114/04/07 ~ 114/04/13	1st project presentation		
9	114/04/14 ~ 114/04/20	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)		
10	114/04/21 ~ 114/04/27	Technology and Codes		
11	114/04/28 ~ 114/05/04	Technology and Codes		In-class activity
12	114/05/05 ~ 114/05/11	Respective group meeting		
13	114/05/12 ~ 114/05/18	Respective group meeting		
14	114/05/19 ~ 114/05/25	Respective group meeting		In-class activity
15	114/05/26 ~ 114/06/01	Final project presentation		
16	114/06/02 ~ 114/06/08	Final project presentation		
17	114/06/09 ~ 114/06/15	Final Exam/Final Assessment Week (teachers can adjust the week as needed)		
18	114/06/16 ~ 114/06/22	Flexible Teaching Week: Generally, no in-person classes; teachers may arrange teaching activities or final assessments, among other options.		

Key capabilities	self-directed learning Social Participation Problem solving
Interdisciplinary	
Distinctive teaching	
Course Content	Sustainability issue
Requirement	<p>1.The formal roll call will start from the first week. Whether you are on the enrolled list, you have to attend the first week of classes for the introduction, if you are interested in taking this course.</p> <p>2. Students are required to work with teammates to design their own tour packages.</p> <p>3. Attendance is extremely important in this course. If you incur more than 8 unexcused absences (or up to 16 hours), you will not be allowed to take exams for this course (扣考).</p> <p>4. Students are not allowed to plagiarize their assignments, exams, etc. Plagiarism can result in 0 grade for the assignment.</p>
Textbooks and Teaching Materials	<p>Self-made teaching materials:Presentations, Handouts</p> <p>Using teaching materials from other writers:Presentations, Handouts</p>
References	
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 10.0 %</p> <p>◆ Other 〈group presentation〉 : 30.0 %</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>