

## Tamkang University Academic Year 113, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL RESORT MANAGEMENT	Instructor	I-HSUAN SHIH
Course Class	TRBXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH- TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul>
Relevance to SDGs	SDG3 Good health and well-being for people SDG4 Quality education SDG11 Sustainable cities and communities SDG17 Partnerships for the goals		
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:25.00) B. Ability to communicate in English.(ratio:25.00) C. Proper service and work attitude.(ratio:10.00) D. Tourism management knowledge.(ratio:25.00) E. Tourism management skills.(ratio:15.00)			
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:20.00) 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:10.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			

Course Introduction	<p>This course aims to provide students insights into resort development and resort operations. The course will cover the history and features of resorts, external and internal challenges and strategies for resort development, management, and the future directions. The goal of this course is to prepare students with both the management construction theories and operational competencies necessary for entering the resort industry.</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 understand the uniqueness of resort management (2) To describe the different types of resorts (3) To describe the basic elements of a resort complex (4) To cultivate critical thinking skills with a hospitality perspective. (5) To develop an awareness of the importance of community engagement and ethical values	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, 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 of the course: What are the differences between hotels and resorts?	

2	114/02/24 ~ 114/03/02	Destination economy	
3	114/03/03 ~ 114/03/09	History and Features of Resorts	
4	114/03/10 ~ 114/03/16	History and Features of Resorts	
5	114/03/17 ~ 114/03/23	Resort Facilities	
6	114/03/24 ~ 114/03/30	Resort Presentation	
7	114/03/31 ~ 114/04/06	Spring Break	
8	114/04/07 ~ 114/04/13	Resort Presentation	
9	114/04/14 ~ 114/04/20	Kahoot and Midterm Movie	
10	114/04/21 ~ 114/04/27	Resort Development Planning and Financial Management	
11	114/04/28 ~ 114/05/04	Resort Complex - Mountain	
12	114/05/05 ~ 114/05/11	Resort Complex - Beach	
13	114/05/12 ~ 114/05/18	Resort Complex – Golf	
14	114/05/19 ~ 114/05/25	CSR- Environment and Site Management Sustainability of a beach resort – A case study	
15	114/05/26 ~ 114/06/01	Case Study Presentation	
16	114/06/02 ~ 114/06/08	Kahoot Review	
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 International mobility Problem solving		
Interdisciplinary	Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)		
Distinctive teaching	Special/Problem-Based(PBL) Courses		

Course Content	Logical Thinking Sustainability issue
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Handouts Using teaching materials from other writers:Textbooks
References	
Grading Policy	<ul style="list-style-type: none"> <li>◆ Attendance : 25.0 %</li> <li>◆ Mark of Usual : 15.0 %</li> <li>◆ Midterm Exam : 5.0 %</li> <li>◆ Final Exam : 5.0 %</li> <li>◆ Other 〈Cases &amp; Project〉 : 50.0 %</li> </ul>
Note	<p>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>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>