

Tamkang University Academic Year 113, 2nd Semester Course Syllabus

Course Title	INTRODUCTION TO TEA AND TEA TOURISM	Instructor	WEILI JASMINE CHEN
Course Class	TRBXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG3 Good health and well-being for people SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure SDG15 Life on land		
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:5.00) B. Ability to communicate in English.(ratio:20.00) C. Proper service and work attitude.(ratio:5.00) D. Tourism management knowledge.(ratio:30.00) E. Tourism management skills.(ratio:40.00)			
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:5.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:5.00) 6. A cheerful attitude and healthy lifestyle. (ratio:30.00) 7. A spirit of teamwork and dedication. (ratio:5.00) 8. A sense of aesthetic appreciation. (ratio:30.00)			

Course Introduction	<p>This course explores the connection between tea culture and tourism, focusing on cultural preservation and economic impacts. Students study tea history, aesthetics, and sustainable practices in destinations like Taiwan, Japan, India, Turkey, Germany, & the UK. Activities include tea-tasting, creating infographics, and designing tourism program. A final project showcases innovative ideas. Students need to purchase tea-tasting materials (\$1000). 1-2 field trips may be arranged.</p> <p>The course fosters critical thinking, creativity, and appreciation for tea's cultural and economic significance.</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	Develop Cultural Appreciation and Knowledge of Tea Traditions	Cognitive
2	Enhance Sensory and Practical Skills in Tea Tasting, Brewing and Ceremony.	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, Practicum	Testing, Discussion(including classroom and online), Activity Participation
2	ABCDE	12345678	Discussion, Practicum, Experience	Study Assignments, Practicum, Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	114/02/17 ~ 114/02/23	Introduction to Tea Culture; Elements of Tea Tourism; Overview of Taiwan's Tea Industry	
2	114/02/24 ~ 114/03/02	History and significance of tea in global cultures	Peace Memorial Day: 2/28

3	114/03/03 ~ 114/03/09	History and significance of tea in global cultures; Taiwan Specialty Tea 1: Oriental Beauty Tea	
4	114/03/10 ~ 114/03/16	Tea Ceremonies Around the World; Hakka tea heritage and innovation; Taiwan Specialty Tea 2: Ruby 18 Black Tea	Tentative field trip & report (15%)
5	114/03/17 ~ 114/03/23	Aesthetics of Tea: Tea ware and tea setting of Gonfu Tea; Taiwan Specialty Tea 3: High Mountain Oolong Beauty Tea	Guest speaker
6	114/03/24 ~ 114/03/30	Principles and Techniques of Brewing Taiwan Tea; Taiwan Specialty Tea 4: Tieh-Kuan-Yin Tea	
7	114/03/31 ~ 114/04/06	Taiwan Specialty Tea 5: Wenshen Paochong Tea; Tea Exhibit Planning and Practice	Spring Break
8	114/04/07 ~ 114/04/13	Tea plantation, sustainable issues and tea-making; Taiwan Tea Region Visit: Pinglin, New Taipei City	Tentative field trip
9	114/04/14 ~ 114/04/20	Taiwan Specialty Tea 6, 7 & 8: Red Oolong Tea, Bi-Lo-Chung Green Tea & Jhinshuan Tea; Cold brew tea	Quiz
10	114/04/21 ~ 114/04/27	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)	25%
11	114/04/28 ~ 114/05/04	Self-Directed Learning (1) Famous tea tourism destinations: Japan, UK, Germany, India, Turkey & Taiwan	
12	114/05/05 ~ 114/05/11	Self-Directed Learning (2) Explore tea traditions in their home cultures	
13	114/05/12 ~ 114/05/18	Self-Directed Learning Reporting	10%
14	114/05/19 ~ 114/05/25	Final Project Preparation and Program Submission	10%
15	114/05/26 ~ 114/06/01	Host a open-house tea-tasting workshops or ceremony (I)	Dragon Boat Festival: 5/30
16	114/06/02 ~ 114/06/08	Host a open-house tea-tasting workshops or ceremony (II)	15%
17	114/06/09 ~ 114/06/15	Final Exam/Final Assessment Week (Reporting and Course Wrap-up)	25%
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 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	Industry-university collaboration courses
Course Content	Environmental Safety Sustainability issue
Requirement	<p>Encouraging: 1. Open-minded and willing to try new things 2. Happy to interact with instructor & classmates 3. Can also enjoy learning, discovery, & diversity.</p> <p>Strongly discouraged:</p> <p>1. Cheating and plagiarism will receive zero on the task(s): References and acknowledgement of the original author(s) or source must be made through appropriate references.</p> <p>2. Points will be deducted for late work (-20% per calendar day late) unless negotiated with the instructor in advance of the due date/hour. Not accepting after 24 hours. Please plan ahead to avoid last-minute technology problems. No name, no grade.</p> <p>3. Any leave excuse shall be communicated to the instructor in person prior to classes.</p> <p>4. The following behaviours will be STRONGLY discouraged</p> <ul style="list-style-type: none"> -Using cell phones for chats, shopping, iPod, iPad, laptop computers, headsets that are not related to the course, unrelated games, films from smartphones. -Napping/Sleeping -Reading one's own materials/doing your own homework in classes -Longer than 5-min leave from the classroom during the class. <p>You will lose opportunities for Bonus!</p> <p>**Missing 3 class periods will be dismissed from final projects.</p> <p>** Zero tolerance to swearing.</p>
Textbooks and Teaching Materials	<p>Self-made teaching materials:Presentations, Handouts, Worksheets</p> <p>Using teaching materials from other writers:Handouts, Videos, Worksheets</p>
References	<p>Ref: Heiss, M. L., & Heiss, R. J. (2007). The Story of Tea: A Cultural History and Drinking Guide. Ten Speed Press.</p> <p>Ref: Jolliffe, L., Aslam, M. S. M., Khaokhruemuang, A., & Chen, L.-H. (Eds.). (2022). Routledge Handbook of Tea Tourism (1st ed.). Routledge.</p> <p>Website: Certificate for International Certificate Class of Taiwan Specialty Tea. https://www.tags.org.tw/class.php</p>
Grading Policy	<p>◆ Attendance : 25.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : 25.0 %</p> <p>◆ Other 〈Reports〉 : 25.0 %</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>
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