

Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	INTRODUCTION OF TOURISM DEVELOPMENT	Instructor	CHUANG, HSIU-HUI
Course Class	TRBXB1A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	◆ General Course ◆ Required ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure 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.			
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:15.00) D. Tourism management knowledge.(ratio:30.00) E. Tourism management skills.(ratio:15.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:30.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:15.00) 8. A sense of aesthetic appreciation. (ratio:5.00)			

Course Introduction	This course is designed to enrich students' understanding of key concepts in tourism, including the tourism industry, marketing strategies, quality service, service providers, transportation, accommodations, hospitality, and destinations. It also explores the economic, political, environmental, social, and cultural impacts of tourism.
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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	Understand the development of the tourism industry	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	114/09/15 ~ 114/09/21	Course introduction	
2	114/09/22 ~ 114/09/28	Introduction to tourism development	
3	114/09/29 ~ 114/10/05	Marketing to the traveling public	
4	114/10/06 ~ 114/10/12	Marketing to the traveling public	

5	114/10/13 ~ 114/10/19	Field Trip 1 (to be held on Oct 19; six class hours will be rescheduled)	Laomei Green Reef
6	114/10/20 ~ 114/10/26	Delivering quality tourism services	
7	114/10/27 ~ 114/11/02	Bringing travelers and tourism service suppliers together	
8	114/11/03 ~ 114/11/09	Bringing travelers and tourism service suppliers together	
9	114/11/10 ~ 114/11/16	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)	
10	114/11/17 ~ 114/11/23	Guest speech	
11	114/11/24 ~ 114/11/30	Accommodations	
12	114/12/01 ~ 114/12/07	Economic and political impacts on tourism	
13	114/12/08 ~ 114/12/14	Environmental and social/culture impacts on tourism	
14	114/12/15 ~ 114/12/21	Group Presentation	
15	114/12/22 ~ 114/12/28	Group Presentation	
16	114/12/29 ~ 115/01/04	Final Week of Diverse Assessments	
17	115/01/05 ~ 115/01/11	Final Week of Diverse Assessments/Flexible Teaching Week for Teachers	
18	115/01/12 ~ 115/01/18	Flexible Teaching Week for Teachers	
Key capabilities			
Interdisciplinary			
Distinctive teaching			
Course Content		Logical Thinking Sustainability issue	

Requirement	<p>2. If a student's total hours of absence reach one-third of the total instructional hours for the course before Week 12, the student will lose eligibility to take the final exam or submit the final report. The final grade for the course will be recorded as zero.</p> <p>2. If a student is found to have improperly used generative AI to fabricate content in assignments or reports, the submitted work will receive no credit.</p>
Textbooks and Teaching Materials	<p>Self-made teaching materials: Handouts, Videos, Worksheets</p> <p>Using teaching materials from other writers: Textbooks</p> <p>Name of teaching materials:</p> <p>Cook, R. A., Hsu, H. C. & Taylor, L. L. (2018). Tourism: the Business of Hospitality and Travel (Global Edition & 6th Edition). London: Pearson</p>
References	
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : 25.0 %</p> <p>◆ Other <Quizzes&assignments> : 30.0 %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at https://web2.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>※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>