

Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	TOURISM SERVICE MANAGEMENT	Instructor	LIU, FANG-YU
Course Class	TRBXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education SDG5 Gender equality		
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:5.00) B. Ability to communicate in English.(ratio:5.00) C. Proper service and work attitude.(ratio:30.00) D. Tourism management knowledge.(ratio:30.00) E. Tourism management skills.(ratio:30.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio: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:20.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			

Course Introduction	Introduce the operational processes and service practices of the aviation industry, aiming to cultivate students' systematic understanding of airline organizations, ground services, cabin crew operations, safety, and customer service. By integrating practical case studies, enhance their readiness and competitiveness in the workplace.
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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	Introduce the operational processes and service practices of the aviation industry, aiming to cultivate students' systematic understanding of airline organizations, ground services, cabin crew operations, safety, and customer service. By integrating practical case studies, enhance their readiness and competitiveness in the workplace.	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, Experience	Testing, Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	114/09/15 ~ 114/09/21	Introduction	
2	114/09/22 ~ 114/09/28	Overview of the Aviation Industry	
3	114/09/29 ~ 114/10/05	Airline Organization and Department Responsibilities	

4	114/10/06 ~ 114/10/12	10/10 dayoff	
5	114/10/13 ~ 114/10/19	Flight Crew Job Responsibilities	
6	114/10/20 ~ 114/10/26	10/24 dayoff	
7	114/10/27 ~ 114/11/02	Flight Attendant Job Responsibilities	
8	114/11/03 ~ 114/11/09	Flight Attendant interview & Midterm practice content	
9	114/11/10 ~ 114/11/16	Midterm interview practice	
10	114/11/17 ~ 114/11/23	Airport Operations & Ground Services	
11	114/11/24 ~ 114/11/30	Field trip (Taoyuan international Airport)	08:30-14:30
12	114/12/01 ~ 114/12/07	Airport Operations & Ground Service	
13	114/12/08 ~ 114/12/14	Aircraft Type & Cabin Design	
14	114/12/15 ~ 114/12/21	Aircraft Facility & Equipment	
15	114/12/22 ~ 114/12/28	Day off as field trip	
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		Social Participation	
Interdisciplinary		Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)	
Distinctive teaching		Collaborative teaching (multiple teachers and business teachers in the school) course	
Course Content		Gender Equality Education	

Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Videos Using teaching materials from other writers:Videos
References	
Grading Policy	<p>◆ Attendance : % ◆ Mark of Usual : % ◆ Midterm Exam : 40.0 %</p> <p>◆ Final Exam : 40.0 %</p> <p>◆ Other 〈Attendance/Attitude〉 : 20.0 %</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>