

Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	INTERNATIONAL TOUR LEAD AND GUIDE APPLICATION	Instructor	I-HSUAN SHIH
Course Class	TRBXB4B DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4B	Details	◆ General Course ◆ Required ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG3 Good health and well-being for people SDG8 Decent work and economic growth 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.			
Subject Departmental core competences			
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)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:20.00) 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	This course gently prepares students for their future roles as tour managers and guides. It offers a thoughtful introduction to tour operation management, exploring the many responsibilities of a tour operator, the qualities of an effective tour leader, and the connection between resource management and tourism development. Through this course, students will gradually build the leadership, knowledge, and practical skills needed to thrive in real-world tourism settings.
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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 define and describe the different types of traveling groups. (2)To describe the essentials of being a good tour manager. (3)To understand the legal issues associated with common tourism business practices. (4)To develop an understanding of the key concepts in tourism planning. (5)To explore the interrelationship between resource management and tourism planning.	Affective

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, Experience, Imitation	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	114/09/15 ~ 114/09/21	Pretest + Course Introduction	

2	114/09/22 ~ 114/09/28	Sustainable Economic Recovery	
3	114/09/29 ~ 114/10/05	Tour Guiding 101	
4	114/10/06 ~ 114/10/12	Different Face of Tour Guide	
5	114/10/13 ~ 114/10/19	Qualifications MBTI	
6	114/10/20 ~ 114/10/26	Personal Characteristics	ITM meetup extra points
7	114/10/27 ~ 114/11/02	The Essentials	
8	114/11/03 ~ 114/11/09	The Essentials + Review	
9	114/11/10 ~ 114/11/16	Movie Reflection	
10	114/11/17 ~ 114/11/23	News Sharing + Quiz	
11	114/11/24 ~ 114/11/30	Self Introduction	
12	114/12/01 ~ 114/12/07	Turn the idea into Reality / key concepts	
13	114/12/08 ~ 114/12/14	Pricing your tour/ key concepts	
14	114/12/15 ~ 114/12/21	Marketing Plan/ key concepts	
15	114/12/22 ~ 114/12/28	Lead Large Group	
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
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Textbooks Name of teaching materials: Manning, Nick (2014). How to be a Tour Guide. The essential training manual for tour managers and tour guides. Other reading materials to be assigned.
References	
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : 15.0 %</p> <p>◆ Final Exam : 5.0 %</p> <p>◆ Other 〈Projects〉 : 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>