

## Tamkang University Academic Year 114, 2nd Semester Course Syllabus

Course Title	TOURISM MANAGEMENT AND OPERATIONS	Instructor	CHIH-LIN CHUNG
Course Class	TLTXB2P DEPARTMENT OF TRANSPORTATION MANAGEMENT, 2P	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 2 Credits
Relevance to SDGs	SDG3 Good health and well-being for people SDG9 Industry, Innovation, and Infrastructure		
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			
I . To obtain professional transportation knowledge. II . To familiarize with execution of transportation practices. III . To master oral expression and teamwork. IV . To capture basic skills of system analysis. V . To emphasize professional transportation ethics.			
Subject Departmental core competences			
A. To obtain basic knowledge of transportation management.(ratio:10.00) B. To familiarize with practice-oriented professional skills.(ratio:50.00) C. To be capable of oral expression and teamwork.(ratio:10.00) D. To obtain basic ability of system analysis.(ratio:10.00) E. To build transportation ethics, care for humanity, and global visions.(ratio:20.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:15.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			

Course Introduction	This course introduces the tourism industry from a business perspective. We will cover such aspects as sustainable development goals (SDGs), marketing, and services. The final presentation is about to integrate SDGs, marketing, and services.			
<p><b>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</b></p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p>				
No.	Teaching Objectives			objective methods
1	Students could understand the fundamental of tourism business administration.			Cognitive
2	Students could capture the overall tourism status and trend.			Cognitive
3	Students could understand the connection between transportation and tourism.			Cognitive
The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment				
No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AB	123	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)
2	CD	456	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)
3	E	78	Lecture, Discussion	Discussion(including classroom and online), Report(including oral and written)

Course Schedule			
Week	Date	Course Contents	Note
1	115/02/23 ~ 115/03/01	Introduction	
2	115/03/02 ~ 115/03/08	Tourism Promoter: Government Agency	
3	115/03/09 ~ 115/03/15	Tourism Promoter: Travel Agency	
4	115/03/16 ~ 115/03/22	Tourism and SDGs; MICE Industry and Tourism	
5	115/03/23 ~ 115/03/29	Field Trip: SCSE@Nangang Exhibition Center	
6	115/03/30 ~ 115/04/05	Spring Break (no class)	
7	115/04/06 ~ 115/04/12	Tourism Marketing Strategy: Product	
8	115/04/13 ~ 115/04/19	Tourism Marketing Strategy: Price	
9	115/04/20 ~ 115/04/26	Midterm Project Presentation	
10	115/04/27 ~ 115/05/03	Tourism Marketing Strategy: Promotion	
11	115/05/04 ~ 115/05/10	Tourism Marketing Strategy: Place	
12	115/05/11 ~ 115/05/17	Tourism Service	
13	115/05/18 ~ 115/05/24	Tourism Supplier: Transportation	
14	115/05/25 ~ 115/05/31	Tourism Supplier: Food and Beverage	
15	115/06/01 ~ 115/06/07	Tourism Supplier: Food and Beverage	
16	115/06/08 ~ 115/06/14	Final Project Presentation	
17	115/06/15 ~ 115/06/21	Self-directed Learning (online)	
18	115/06/22 ~ 115/06/28	Self-directed Learning (online)	
Key capabilities			
Interdisciplinary			

Distinctive teaching	
Course Content	Sustainability issue
Requirement	This course is for students who are interested in tourism and English. Class participation is REQUIRED. The final exam will be replaced by the project presentation. The midterm exam will be replaced by a mini-reflection report.
Textbooks and Teaching Materials	Self-made teaching materials:Handouts
References	Online materials
Grading Policy	<p>◆ Attendance : 10.0 %    ◆ Mark of Usual :       %    ◆ Midterm Exam : 45.0 %</p> <p>◆ Final Exam : 45.0 %</p> <p>◆ Other (    ) :       %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="https://web2.ais.tku.edu.tw/csp">https://web2.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>※"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>