

Tamkang University Academic Year 114, 2nd Semester Course Syllabus

Course Title	TOURISM GEOGRAPHY	Instructor	JUAN, PIN-JU
Course Class	TRBXB1A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	♦ General Course ♦ Selective ♦ One Semester ♦ 3 Credits
Relevance to SDGs	SDG1 No poverty		
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:30.00) B. Ability to communicate in English.(ratio:5.00) C. Proper service and work attitude.(ratio:20.00) D. Tourism management knowledge.(ratio:30.00) E. Tourism management skills.(ratio:15.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:20.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			

Course Introduction	This course will introduce tourists' relationships with geography, climate, biology, economy, transportation., etc.			
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	Understanding tourism geography			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, Practicum, Experience	Report(including oral and written), Activity Participation
Course Schedule				
Week	Date	Course Contents		Note
1	115/02/23 ~ 115/03/01	Introduction of the course		
2	115/03/02 ~ 115/03/08	Tourism and climate		
3	115/03/09 ~ 115/03/15	Tourism and latitude and longitude		
4	115/03/16 ~ 115/03/22	Tourism and map		
5	115/03/23 ~ 115/03/29	Tourism and lanscape		
6	115/03/30 ~ 115/04/05	Spring Break 春假		

7	115/04/06 ~ 115/04/12	Tourism and ecology	
8	115/04/13 ~ 115/04/19	Presentation I	
9	115/04/20 ~ 115/04/26	Presentation I	
10	115/04/27 ~ 115/05/03	Tourism and history	
11	115/05/04 ~ 115/05/10	Tourism and heritage	
12	115/05/11 ~ 115/05/17	Tourism and transportation	
13	115/05/18 ~ 115/05/24	Tourism and environment	
14	115/05/25 ~ 115/05/31	Tourism demand	
15	115/06/01 ~ 115/06/07	Presentation II	
16	115/06/08 ~ 115/06/14	Presentation II	
17	115/06/15 ~ 115/06/21	Tourism and ethics	
18	115/06/22 ~ 115/06/28	Flexible Teaching Week for Teachers	
Key capabilities		Humanistic Caring	
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		Environmental Safety	
Requirement			
Textbooks and Teaching Materials		Self-made teaching materials:Textbooks, Presentations, Videos, Worksheets Name of teaching materials: Roger D. Blackwell, Paul W. Miniard, James F. Engel, Pai Di-Ching, Norjaya Mohd. Yasin, Wan Jooria Hood. (2012). Consumer Behavior (華泰文化). Singapore: Cengage Learning Asia Pte Ltd.	

References	
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 40.0 %</p> <p>◆ Other () : %</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>