

# 義守大學 觀光學系 108 學年度入學新生四年課程計畫表

\*本系總畢業學分數為 128 學分，分下列七項：

- (一) 通識核心課程必修 16 學分
- (二) 通識博雅課程選修 10 學分
- (三) 服務與知識實踐課程必修 2 學分、服務教育課程必修 0 學分
- (四) 體育健康課程必修 0 學分
- (五) 院必修 12 學分 (包括 1 門院共同基礎核心必修課程)
- (六) 系必修 43 學分：學術課程 22 學分，實務課程 20 學分，總結課程 1 學分
- (七) 系選修 45 學分
  1. 學術課程 10 學分： 34 學分選 10 學分
  2. 實務課程 10 學分： 27 學分選 10 學分
  3. 其他選修 35 學分，至多承認本院外系 15 學分(含跨院系(微)學分學程 15 學分)

備註：

1. 學生於修業年限內，除修滿總畢業學分數外，並應通過本系「英語能力」/「資訊能力」/「專業證照」畢業資格檢定作業規定，始具畢業資格。
2. 學生於畢業至少應修畢一門外院共同基礎核心必修課程，並以實際修畢之學分數承認為通識博雅學分，以 4 學分為上限。  
(各院共同基礎核心必修課程表，請參閱課務組網頁公告)
3. 各學院大一新生(醫學院除外)於畢業前，通識博雅課程 10 學分，至少必須選修 1 門「健康醫學密碼」之進階課程(生命探索與關懷領域)。

大一課程表 (108)

類別	科目代號	科目名稱	上	下	必/選修	備註
通識必修	A93A17	服務教育(一)	0		必	
	A93A18	服務教育(二)		0	必	
	A93A01	華語文學與思想(一)	2		必	核心
	A93A02	華語文學與思想(二)		2	必	核心
	A93A05	英語聽講實習(一)	1		必	核心
	A93A06	英語聽講實習(二)		1	必	核心
	A93A19	健康醫學密碼	2			核心
	A93A20	程式設計		2	必	核心
	A93A21	全球化之公民素養		2	必	核心
院必修	A86901	觀光休閒管理	2		必	
	A86902	餐旅管理		2	必	
	A86E03	國際禮儀與跨文化溝通	2		必	核心
	A86906	觀光餐旅英語會話(一)	2		必	
	A86907	觀光餐旅英語會話(二)		2	必	
系必修	A71143	觀光日語會話(一)	2		必	學術
	A71120	會議展覽概論	2		必	學術
	A71144	觀光日語會話(二)		2	必	學術
	A71152	旅運管理		2	必	學術
	A71174	餐服技術	2		必	實務
	A71175	餐服技術實作	1		必	實務
系選修	A71150	飲料製備與管理	3		選	實務
	A71177	溝通與簡報技巧	2		選	實務
	A71178	郵輪概論	2		選	學術
本學年必修學分數			33			

大二課程表 (109)

類別	科目代號	科目名稱	上	下	必/選修	備註
通識必修	A93A03	實用英文(一)	2		必	核心
	A93A04	實用英文(二)		2	必	核心
	A93A15	體育(一)	0		必	
	A93A16	體育(二)		0	必	
院必修	A86904	管理學	2		必	
系必修	A71253	旅遊行程規劃與設計	2		必	實務
	A71112	觀光行政與法規	2		必	學術
	A71209	觀光消費者行為	2		必	學術
	A71269	觀光英語會話(三)	2		必	學術
	A71321	校內實習(一)	1		必	實務
	A71211	獎勵旅遊		2	必	實務
	A71322	校內實習(二)		1	必	實務
	A71271	觀光專業英語		2	必	學術
系選修	A71245	航空訂位系統	2		選	共同
	A71234	世界觀光地理	2		選	學術
	A71265	觀光日語會話(三)	2		選	學術
	A71266	觀光日語會話(四)		2	選	學術
	A71272	會展管理實務	2		選	實務
	A71273	觀光經濟學	2		選	學術
	A71275	智慧科技與觀光服務	2		選	學術
本學年必修學分數			20			

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備註：

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2. 學生於畢業至少應修畢一門外院共同基礎核心必修課程，並以實際修畢之學分數承認為通識博雅學分，以 4 學分為上限。（各院共同基礎核心必修課程表，請參閱課務組網頁公告）
3. 各學院大一新生(醫學院除外)於畢業前，通識博雅課程 10 學分，至少必須選修 1 門「健康醫學密碼」之進階課程(生命探索與關懷領域)。

大三課程表 (110)

	科目代號	科目名稱	上	下	必/選修	備註
系必修	A71347	營運實務	2		必	實務
	A71356	觀光專業實習	9		必	校外、實務
系選修課程	A71217	領隊與導遊實務	2		選	實務
	A71226	旅行業管理資訊系統	2		選	共同
	A71353	觀光產業實習	9		選	實務
	A71361	觀光行銷	2		選	學術
	A71362	電子商務	2		選	學術
	A71363	企劃與競標	2		選	學術
	A71364	特殊節慶與文化活動規劃	2		選	共同
	A71367	客艙服務管理	2		選	實務
	A71369	觀光實務實習	3		選	實務
本學年必修學分數			11			

大四課程表 (111)

	科目代號	科目名稱	上	下	必/選修	備註
通識必修	A93A14	服務與知識實踐	2		必	
系必修	A71432	資訊能力	0		必	學術
	A71433	專業證照	0		必	學術
	A71434	英語能力	0		必	學術
	A71447	觀光專題製作(一)	1		必	學術
	A71473	風險與糾紛管理	2		必	學術
	A71448	觀光專題製作(二)		1	必	總結
	A71260	研究方法與資料分析	3		必	學術
系選修課程	A71417	海外參訪	1		選	實務
	A71428	會展個案研討	2		選	學術
	A71463	進階觀光英語會話(一)	2		選	學術
	A71464	進階觀光英語會話(二)		2	選	學術
	A71474	觀光個案研討	2		選	學術
	A71475	觀光管理決策	2		選	學術
	A71476	觀光人力資源管理	2		選	學術
	A71477	全球化趨勢與觀光	2		選	學術
	A71478	職能與倫理	2		選	學術
本學年必修學分數			9			

# I-SHOU UNIVERSITY

## Department of Tourism

### 4-Year Curriculum for Students Admitted in Academic Year 2019

**\* Credits required for graduation from the Department: 128, including:**

1. GE core courses: required, **16** credits
2. GE liberal arts education: elective, **10** credits
3. Service and Knowledge for Practice: required, **2** credits. Service Education: required, **0** credits
4. Physical Education: required, **0** credits
5. College-required courses: **12** credits (including **1** college-level cornerstone courses)
6. Department-required courses: **43** credits, including academic courses: **22** credits, practical courses: **20** credits, and capstone courses: **1** credits
7. Departmental electives: **45** credits
  - a. Academic courses: **10** credits; taking **10** credits out of **34** credits
  - b. Practical courses: **10** credits; taking **10** credits out of **27** credits
  - c. Other electives: **35** credits (Please elaborate on the applicable regulations and rules concerning the recognition of elective credits for graduation.)

A maximum of **15** credits earned from the courses offered by other departments will be recognized by the Department (including **15** credits earned from inter-college/departmental (micro) credit programs).

**Notes:**

1. Students are required to meet the requirements set by the Department for “English Proficiency,” “Information Competency,” and “Professional Certification,” in addition to earning the required number of credits to be eligible for graduation.
2. Before graduation, students are required to take at least one required cornerstone course offered by another college. The credits earned from such courses may be recognized as part of the credits under the category of Liberal Arts Education, but only a maximum of four credits will be recognized accordingly. (For more details about required cornerstone course offered by different colleges, please refer to the announcement on the website of the Curriculum Section.)

#### Freshman Year (2019)

#### Sophomore Year (2020)

Category	Course Code	Course Title	1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	Required / Elective	Remark
General Education	A93A17	Service Education (I)	0		Required	
	A93A18	Service Education (II)		0	Required	
	A93A01	Chinese Literature and Thought (I)	2		Required	Core
	A93A02	Chinese Literature and Thought (II)		2	Required	Core
	A93A05	English-listening and speaking Lab (I)	1		Required	Core
	A93A06	English-listening and speaking Lab (II)		1	Required	Core
	A93A19	Codes in Health and Medicine	2		Required	Core
	A93A20	Programming		2	Required	Core
	A93A21	Civic Literacy in the Era of Globalization		2	Required	Core
College-required Courses	A86901	Sightseeing and leisure management	2		Required	
	A86902	Hospitality Management		2	Required	
Category	Course Code	Course Title	1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	Required / Elective	Remark
General Education	A93A03	Practical English (I)	2		Required	Core
	A93A04	Practical English (II)		2	Required	Core
	A93A15	Physical Education (I)	0		Required	
	A93A16	Physical Education (II)		0	Required	
College-required Courses	A86904	Management	2		Required	
Department-required Courses	A71253	Tour Planning and Design	2		Required	Practical
	A71112	Tourism Administration and Regulations	2		Required	Academic
	A71209	Tourism Consumer Behavior	2		Required	Academic
	A71269	Tourism English III	2		Required	Academic

	<b>A86E03</b>	International etiquette and cross-cultural communication	<b>2</b>		Required	<b>Core</b>
	<b>A86906</b>	Hospitality English Conversation(I)	<b>2</b>		Required	
	<b>A86907</b>	Hospitality English Conversation (II)		<b>2</b>	Required	
<b>Department- required Courses</b>	<b>A71143</b>	Tourism Japanese I	<b>2</b>		Required	<b>Academic</b>
	<b>A71120</b>	Introduction to Convention and Exhibition	<b>2</b>		Required	<b>Academic</b>
	<b>A71144</b>	Tourism Japanese II		<b>2</b>	Required	<b>Academic</b>
	<b>A71152</b>	Travel Management		<b>2</b>	Required	<b>Academic</b>
	<b>A71174</b>	Hospitality skill	<b>2</b>		Required	<b>Practical</b>
	<b>A71175</b>	Hospitality skill and practice	<b>1</b>		Required	<b>Practical</b>
<b>Departmental Electives</b>	<b>A71179</b>	Beverage Preparation Mannagement and Practice	<b>3</b>		Elective	<b>Practical</b>
	<b>A71177</b>	Communication and presentation skills	<b>2</b>		Elective	<b>Practical</b>
	<b>A71178</b>	Introduction to cruise	<b>2</b>		Elective	<b>Academic</b>
<b>Total Required Credits for this Academic Year</b>			<b>33</b>			

	<b>A71321</b>	On-campus Praticum I	<b>1</b>		Required	<b>Practical</b>
	<b>A71211</b>	Incentive Travel		<b>2</b>	Required	<b>Practical</b>
	<b>A71322</b>	On-campus Praticum II		<b>1</b>	Required	<b>Practical</b>
	<b>A71271</b>	Professional Tourism English		<b>2</b>	Required	<b>Academic</b>
<b>Departmental Electives</b>	<b>A71245</b>	Airline Reservation System	<b>2</b>		Elective	<b>Common</b>
	<b>A71234</b>	Global Tourism Geography	<b>2</b>		Elective	<b>Academic</b>
	<b>A71265</b>	Tourism Japanese III	<b>2</b>		Elective	<b>Academic</b>
	<b>A71266</b>	Tourism Japanese IV		<b>2</b>	Elective	<b>Academic</b>
	<b>A71272</b>	MICE Management practice	<b>2</b>		Elective	<b>Practical</b>
	<b>A71273</b>	Tourism economics	<b>2</b>		Elective	<b>Academic</b>
	<b>A71275</b>	Smart technology and tourism service	<b>2</b>		Elective	<b>Academic</b>
<b>Total Required Credits for this Academic Year</b>			<b>20</b>			

# I-SHOU UNIVERSITY

## Department of Tourism

### 4-Year Curriculum for Students Admitted in Academic Year 2019

#### Junior Year (2021)

#### Senior Year (2022)

Category	Course Code	Course Title	1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	Required / Elective	Remark	Category	Course Code	Course Title	1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	Required / Elective	Remark
Department- required Courses	A71347	Operation Management	2		Required	Practical	General Education	A93A14	Service and Knowledge for Practice	2		Required	
	A71356	Tourism Professional Internship	9		Required	Practical							
Departmental Electives	A71217	Tour Guiding Practice	2		Elective	Practical	Department-required Courses	A71432	Computer Skill	0		Required	Academic
	A71226	Information Systems for Travel Operations	2		Elective	Common		A71433	Professional Certification	0		Required	Academic
	A71353	Tourism Industrial Internship	9		Elective	Practical		A71434	English Proficiency Enhancement	0		Required	Practical
	A71361	Tourism Marketing	2		Elective	Academic		A71447	Seminar in Tourism Practice I	1		Required	Practical
	A71362	E business	2		Elective	Academic		A71473	risk and dispute management	2		Required	Practical
	A71363	Planning and bidding	2		Elective	Academic		A71448	Seminar in Tourism Practice II		1	Required	capstone
	A71364	special and cultural event planning	2		Elective	Common		A71260	Research Methods and Data Analysis	3		Required	Academic
	A71367	Cabin Service Management	2		Elective	Practical	Departmental Electives	A71417	Overseas Field Trip	1		Elective	Practical
	A71369	Tourism Practical Internship	3		Elective	Practical		A71428	MICE Case Study	2		Elective	Academic
								A71463	Advanced Tourism English I	2		Elective	Academic
								A71464	Advanced Tourism English II		2	Elective	Academic
								A71474	tourism case study	2		Elective	Academic
								A71475	Management Strategy	2		Elective	Academic

							A71476	Tourism Human Resource Management	2	Elective	Academic
							A71477	Global trends and tourism	2	Elective	Academic
							A71478	Working capability and occupational ethics	2	Elective	Academic
Total Required Credits for this Academic Year				11			Total Required Credits for this Academic Year			9	



(Official Seal of the Department)