

義守大學觀光學系 111 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 **18** 學分
- (二) 通識博雅課程選修 **10** 學分
- (三) 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 **10** 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 **26** 學分，實務課程 **16** 學分，總結課程 **1** 學分
- (七) 系選修 **32** 學分
 1. 學術課程 **34** 學分： **34** 學分選 **17** 學分
 2. 實務課程 **30** 學分： **30** 學分選 **17** 學分
- (八) 其餘選修 **15** 學分 (學生可從本系或外系課程自由選課，若 15 學分皆選擇至外系修課，至少 9 學分需為本院外系選修；其餘跨院系學分需向系辦提出申請並經同意，始可承認為畢業選修學分。)

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)

大一課程表 (111)

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	
	A93A20	程式設計		2	必	核心
	A93A21	全球化之公民素養		2	必	核心
	A93A22	華語文學 1.0: 閱讀與敘事溝通		2	必	核心
	A93A30	實用英語<一>	1		必	核心
	A93A31	實用英語<二>		1	必	核心
	A93A28	健康醫學密碼	2		必	核心
	A93A29	智慧科技密碼		2	必	核心
院必修	A86904	管理學	2		必	
	A86E04	服務業管理		2	必	
	A86911	服務業資料分析與視覺化	2		必	
	A86912	服務業專業溝通與表達	2		必	
系必修	A71143	觀光日語會話(一)	2		必	學術
	A71191	消費者行為	2		必	學術
	A71192	觀光專業溝通與表達(一)		2	必	學術
	A71144	觀光日語會話(二)		2	必	學術
	A71193	旅遊經紀與服務設計	2		必	學術
	A71194	智慧會議展覽		2	必	學術
	A71182	觀光探索	1		必	實務
系選修	A71180	國際禮儀與跨文化溝通		2	選	學術
	A71195	人際關係與溝通技巧		2	選	學術
	A71281	觀光史地		2	選	學術
本學年必修學分數			33			

大二課程表 (112)

類別	科目代號	科目名稱	上	下	必/選修	備註
通識必修	A93A15	體育 (一)	0		必	
	A93A16	體育 (二)		0	必	
	A93A23	華語文學 2.0: 思辨與文案創作	2		必	核心
	A93A32	實用英語<三>	2		必	核心
	A93A33	實用英語<四>		2	必	核心
院必修	A86910	財務概論	2		必	
系必修	A71284	創意行程規劃與設計	2		必	學術
	A71112	觀光行政與法規	2		必	學術
	A71285	觀光專業溝通與表達(二)	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
	A71245	航空訂位系統		2	選	實務
	A71265	觀光日語會話(三)	2		選	學術
	A71266	觀光日語會話(四)		2	選	學術
系選修課程	A71272	會展管理實務		2	選	實務
	A71273	觀光經濟學		2	選	學術
	A71289	觀光服務業創新科技		2	選	實務
	A71476	觀光人力資源管理		2	選	學術
本學年必修學分數			20			

義守大學觀光學系 111 學年度入學新生四年課程計畫表

大三課程表 (113)

	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	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	實務
	A71353	觀光產業實習	9		選	實務
	A71362	電子商務	2		選	學術
	A71363	企劃與競標	2		選	學術
	A71370	觀光產業虛實整合	3		選	實務
	A71371	觀光資源規劃	2		選	學術
	A71369	觀光實務實習	3		選	實務
	A71701	社群媒體創意行銷	2		選	學術
	A71702	創意文案撰寫技巧	2		選	學術
	A71703	大數據分析與決策	2		選	學術
	A71704	數位媒體應用	2		選	學術
本學年必修學分數			11			

大四課程表 (114)

	科目代號	科目名稱	上	下	必/選修	備註
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
	A71490	風險與危機處理	2		必	學術
	A71448	觀光專題製作(二)		1	必	總結
系選修課程	A71260	研究方法與資料分析	3		必	學術
	A71417	海外參訪	1		選	實務
	A71484	觀光商業英語(一)	2		選	學術
	A71485	觀光商業英語(二)		2	選	學術
	A71491	創意創新節慶活動規劃	2		選	實務
	A71492	文化遺產與主題遊程規劃	2		選	實務
	A71493	AI時代的地方創生	2		選	學術
本學年必修學分數			7			

(系所章戳)



I-SHOU UNIVERSITY

Department of Tourism

4-Year Curriculum for Students Admitted in Academic Year 2022

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

1. GE core courses: required, 18 credits
2. GE liberal arts education: elective, 10 credits
3. Service Education: required, 0 credits
4. Physical Education: required, 0 credits
5. College-required courses: 10 credits (including 1 college-level cornerstone courses)
6. Department-required courses: 43 credits, including academic courses: 26 credits, practical courses: 16 credits, and capstone courses: 1 credits
7. Departmental electives: 32 credits
 - a. Academic courses: 34 credits; taking 17 credits out of 34 credits
 - b. Practical courses: 30 credits; taking 17 credits out of 30 credits
8. Other electives: 15 credits

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 (2022)

Sophomore Year (2023)

Category	Course Code	Course Title	1 st Semester	2 nd Semester	Required / Elective	Remark
General Education	A93A17	Service Education (I)	0		Required	
	A93A18	Service Education (II)		0	Required	
	A93A20	Programming		2	Required	Core(2 credits)
	A93A21	Civic Literacy in the Era of Globalization		2	Required	Core (Freshman Year 2nd Semester or Sophomore Year 1st Semester)
	A93A22	Chinese Literature 1.0- Reading, Narration and communication		2	Required	Core
	A93A30	English in Practice I	1		Required	Core
	A93A31	English in Practice II		1	Required	Core
	A93A28	Codes in Health and Medicine	2		Required	Core(2 credits)
	A93A29	Secret Codes in Intelligent Technologies		2	Required	Core(2 credits)
Category	Course Code	Course Title	1 st Semester	2 nd Semester	Required / Elective	Remark
General Education	A93A15	Physical Education (I)	0		Required	
	A93A16	Physical Education (II)		0	Required	
	A93A23	Chinese Literature 2.0- Critical thinking and creativity in writing	2		Required	Core
	A93A21	Civic Literacy in the Era of Globalization	2		Required	Core (Freshman Year 2nd Semester or Sophomore Year 1st Semester)
	A93A32	English in Practice III	2		Required	Core
	A93A33	English in Practice IV		2	Required	Core
College-required Courses	A86910	Basics of Finance	2		Required	
Department-required Courses	A71284	Creative itinerary Planning and Design	2		Required	Academic
	A71112	Tourism Administration and Regulations	2		Required	Academic

College-required Courses	A86904	Management	2		Required	
	A86E04	Service Industry Management		2	Required	
	A86911	Data analysis and visualization in service industry	2		Required	
	A86912	Professional Communication & Expression for the Tourism & Hospitality Industry	2		Required	
Department- required Courses	A71143	Tourism Japanese I	2		Required	
	A71191	Consumer Behavior	2		Required	
	A71192	Professional Communication and Expression in Tourism industry I		2	Required	
	A71144	Tourism Japanese II		2	Required	
	A71193	Travel Brokerage and Service Design	2		Required	
	A71194	Intelligence Convention and Exhibition		2	Required	
	A71182	Tourism Discovery	1		Required	
Departmental Electives	A71180	International etiquette and cross-cultural communication	2		Elective	
	A71195	Interpersonal relationship and Communication Skills	2		Elective	
	A71281	Tourism history and geography	2		Elective	
Total Required Credits for this Academic Year			33			
Departmental Electives	A71285	Professional Communication and Expression in Tourism Industry II	2		Required	Academic
	A71321	On-campus Praticum I	1		Required	Practical
	A71211	Incentive Travel		2	Required	Practical
	A71322	On-campus Praticum II		1	Required	Practical
	A71271	Professional Tourism English		2	Required	Academic
	A71245	Airline Reservation System	2		Elective	Practical
	A71265	Tourism Japanese III	2		Elective	Academic
	A71266	Tourism Japanese IV		2	Elective	Academic
	A71272	MICE Management practice	2		Elective	Practical
	A71273	Tourism economics	2		Elective	Academic
	A71289	Innovation Technology in Tourism Industry	2		Elective	Practical
	A71476	Tourism Human Resource Management	2		Elective	Academic
Total Required Credits for this Academic Year			20			

I-SHOU UNIVERSITY

Department of Tourism

4-Year Curriculum for Students Admitted in Academic Year 2022

Junior Year (2024)

Senior Year (2025)

Category	Course Code	Course Title	1 st Semester	2 nd Semester	Required / Elective	Remark	Category	Course Code	Course Title	1 st Semester	2 nd Semester	Required / Elective	Remark
Department- required Courses	A71347	Operation Management	2		Required	Practical	Department-required Courses	A71432	Computer Skill	0		Required	Academic
	A71356	Tourism Professional Internship	9		Required	Practical		A71433	Professional Certification	0		Required	Academic
								A71434	English Proficiency Enhancement	0		Required	Practical
								A71447	Seminar in Tourism Practice I	1		Required	Practical
								A71490	Risk and Crisis Management	2		Required	Practical
Departmental Electives	A71217	Tour Guiding Practice	2		Elective	Practical		A71448	Seminar in Tourism Practice II		1	Required	capstone
	A71226	Information Systems for Travel Operations	2		Elective	Common		A71260	Research Methods and Data Analysis	3		Required	Academic
	A71353	Tourism Industrial Internship	9		Elective	Practical							
	A71362	E business	2		Elective	Academic							
	A71363	Planning and bidding	2		Elective	Academic							
	A71370	Online to Offline in Tourism Industry	3		Elective	Practical							
	A71371	Tourism Resources Planning	2		Elective	Academic							
	A71369	Tourism Practical Internship	3		Elective	Practical	Departmental Electives	A71417	Overseas Field Trip	1		Elective	Practical
	A71701	Social media Innovative marketing	2		Elective	Academic		A71484	Business English in Tourism Industry I	2		Elective	Academic
	A71702	Creative Copywriting Skills	2		Elective	Academic		A71485	Business English in Tourism Industry II		2	Elective	Academic
	A71703	Big data analysis Strategys	2		Elective	Academic		A71491	Special Event Planning	2		Elective	Practical

	A71704	Digital Media Applicationys	2	Elective	Academic
Total Required Credits for this Academic Year			11		

	A71492	Heritage and Theme Tour Planning	2	Elective	Practica
	A71493	Regional Revitalization in AIEAR	2	Elective	Academic
Total Required Credits for this Academic Year			7		



(Official Seal of the Department)