朝陽科技大學 092學年度第2學期教學大綱
Practice of tourist guide 導遊實務

當期課號	2146	Course Number	2146
授課教師	賴子敬	Instructor	LAI,TEU CHING
中文課名	導遊實務	Course Name	Practice of tourist guide
開課單位	休閒事業管理系(四日)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	瞭解旅行社業務及相關法規瞭解領隊與導遊之工作內容國內外外帶團之案例與注意事項討論危機處理案例與分析演練。	Objectives	Understanding travel agency and its regulation Understanding the content of tour guide and manager Case study of inbound and outbound travel group Case study of the crisis for travel group.
教材	專題討論、授課講解、學生報告與演練	Teaching Materials	Discussion, lecture, report and practice
成績評量方式	平時40% (到課率10%、學習態度10&、演練20%)、期中考試30% 、期末考試30%	Grading	HW40% (class attendance10%、learning attitute10&、practice20%),midterm30%, final 30%
教師網頁			
教學內容	瞭解旅行社業務及相關法規 瞭解領隊與導遊之工作內容 國內外外帶團之案例與注意事項討論 危機處理案例與分析演練	Syllabus	Understanding travel agency and its regulation Understanding the content of tour guide and manager Case study of inbound and outbound travel group Case study of the crisis for travel group

尊重智慧財產權，請勿非法影印。