朝陽科技大學 093學年度第2學期教學大綱
Practice of tourist guide 導遊實務

當期課號	1967	Course Number	1967
授課教師	張瑞琇	Instructor	CHANG,JUI HSIU
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	領隊實務(黃榮鵬，揚智出版社，1998); 解說概論(張明洵林玥秀，揚智出版社，2002)	Teaching Materials	
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	藉教科書內容使學生瞭解旅行社、領隊與導遊各項法規與條件導遊與領隊工作內容、項目與守則行前說明會與出國旅遊團體作業流程 邀請客座講師親臨介紹各國機場、航空公司代號與機票規定各國機場與海關通關流程與檢疫規定旅遊契約規定、保險常識與各國簽證規定、國際禮儀與服務小費收付技巧	Syllabus	The official rules of travel agency、tour manager & guide the working principles of tour escort itinerary notice item's presentation & the process of handling outbound group Regulation of tracel agency, tour guide and manager Content and responsibility for tour guide and manager Process of outbound travel group and illustration before leaving, and the leading skills of special groups. Introduction to international manner & the skill of collecting service tip.

尊重智慧財產權，請勿非法影印。