朝陽科技大學 096學年度第2學期教學大綱
TOUR PLANNING 旅程規劃

當期課號	3306	Course Number	3306
授課教師	張瑞琇	Instructor	CHANG,JUI HSIU
中文課名	旅程規劃	Course Name	TOUR PLANNING
開課單位	休閒事業管理系(四進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	本課程主要以國外遊程的規劃爲重點，介紹遊程規劃基本概論、產品特性及遊程規劃的原則與步驟，培養學生設計規劃國外遊程的基本能力。	Objectives	The class covers comprehensive overview of the design operation and marketing of tours, including the role of the tour operator, pricing tours, one-day tours, itinerary development, bus management, tour vendors, multi-day, and multi-destination international tours. By studying actual cases, students are expected to learn the basic skills in planning an international tour.
教材	遊程規劃與成本分析 陳瑞倫著 揚智出版社 (2005) 自編教材 -- 加利略訂位手冊 MANUAL FOR GALILEO GRS	Teaching Materials	1. TOUR PLANNING & COST ANALYSIS BY CHEN, JUI-LUN (2005), YANGCHIH BOOK CO.,LTD. 2. MANUAL FOR GALILEO GRS - ORGANIZED BY INSTRUCTOR.
成績評量方式	平時成績,出席,隨堂測驗,報告參與 40% 期中報告 30% 期末考 30$	Grading	ATTANDANCE, QUIZ, ASSIGNMENT 40% MID-TERM PAPER & PRESENTATION 30% FINAL EXAM 30%
教師網頁			
教學內容	1.遊程規劃概論及行程設計之基本認識 2.加利略GALILEO全球航空票務訂位系統初級訂位課程 3.實際規劃行程及分析--提案 4.校外觀摩教學 --台中國際旅展	Syllabus	1.INTRODUCTION TO TOUR PLANNING AND BASIC SKILLS 2.THE SKILL IN GALILEO GLOBAL RESERVATION & TICKETING SYSTEM- BASIC LEVEL 3.THE TECHNIQUES TO ORGANIZING A TOUR PROPOSAL 4.FIELD TRIP

尊重智慧財產權，請勿非法影印。