朝陽科技大學 097學年度第1學期教學大綱
Practice of Tourist Guide 領隊與導遊實務

當期課號	2524	Course Number	2524
授課教師	李維貞	Instructor	LI,WEI CHEN
中文課名	領隊與導遊實務	Course Name	Practice of Tourist Guide
開課單位	老人服務事業管理系(四日)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	透過課程安排，介紹觀光相關法規、票務及專業知識的瞭解，從基礎知識的培養到基本動作的紮實，希望可以培育同學成爲一位稱職且快樂的導遊或領隊。	Objectives	Through the curriculum, relevant laws and regulations on tourism, ticketing and expertise to understand, from the basic knowledge of basic training to the solid moves in the hope of nurturing students to become a competent and happy tour guides or leaders.
教材	林燈燦(2008)。觀光導遊與領隊理論與實務(第七版)。五南文化。	Teaching Materials	Lin,D. C.(2008). Tourist guides and leaders Theory and Practice(7nd ed.) Wu nan: Taipei.
成績評量方式	1.出席率30% 2.教學紀錄15% 3.期中考20% 4.期末考35%	Grading	1. Attendance rate of 30% 2. Teaching record of 15% 3. Mid Report 20% 4. Final Report 35%
教師網頁			
教學內容	1. 旅行社類型和業務介紹。 2. 領隊及導遊類型和工作內容介紹。 3. 基礎科目－票務、解說、緊急狀況處理、國際禮儀。 4. 觀光相關法規介紹。 5. 觀光資源介紹。	Syllabus	1. Types of travel agencies and Business. 2. Tour leader and the type and content work on. 3. Basis of subjects - ticket, commentary, handling emergencies, international etiquette. 4. Relevant laws and regulations on tourism. 5. Tourism resources introduced.

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