朝陽科技大學 097學年度第2學期教學大綱
Travel Industry Management 旅行業經營管理

當期課號	3223	Course Number	3223
授課教師	張瑞琇	Instructor	CHANG,JUI HSIU
中文課名	旅行業經營管理	Course Name	Travel Industry Management
開課單位	休閒事業管理系(二進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程教學目標在使學生瞭解旅行業經營的範圍與特性、旅行業從業人員應有之服務態度與職業道德、運用各種方式與商業技巧從事旅遊市場行銷與銷售、熟練旅行業相關專業辭彙及術語。	Objectives	This course is the introduction to the services provided in the travel industry. The marketing strategies and ethic issue in the travel business will be discussed in class. Technical terms and the Global reservation system will also be introduced to students. The participants are expected to equip the basic skills for the travel business.
教材	旅行業管理與經營 (第八版)陳嘉隆著 華立圖書	Teaching Materials	Travel Agency Practice and Management(8th Edition) 2008
成績評量方式	期中考 25% 期末考 25% 作業報告 25% 平時、出席 25%	Grading	Mid-term Exam 25% Final Exam 25% Project 25% Attendance 25%
教師網頁	_		
教學內容	本課程著重在旅行業的outbound,inbound, domestic tour 之均衡業務經營與管理，分爲八大部分：第一部分：導論（第一章）；第二部分：闡述對台灣地區旅行業相關業務、出入境簽證等基礎性知識，及國外旅行業業務（第二～六章）；第三部分：旅行業與觀光事業的連鎖關係（第七～十一章）；第四部分：遊程規劃（第十二章）；第五部分：出國團體O.P.的作業流程（第十三章）；第六部分：領隊、導遊實務（第十四～十五章）；第七部分：導遊與領隊的百寶箱（第十六章）；第八部分：意外事件發生時－－旅行團的緊急事件處理（第十七章）。	Syllabus	This course will focus on the topics involve outbound,inbound,and domestic tour operation and management.First part：Introduction to tourism and travel industry, 2nd part:the basic knowledges of travel docutment (Ch2-6), part 3: the travel industry and hospitality industry (Ch.7-11), part 4: Tour Planning；Part 5: The operation system of outbound tour, part 6: Introduction to tour leader and tour guide, part 7: Skills for tour leader and tour guide, part 8: The crisis management and problem solving in tourism。

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