

Proposal for Credits Program in International Travel and Recreation Planning

國際旅遊與遊憩規劃全英語學分學程計畫書

1. Program Objectives 計劃目的

The international arrivals and domestic recreational demands worldwide are on the rise, leading to a tremendous requirement of human capital in the travel and recreation-related sectors. In response to an industry that is ever-evolving with the increasing global and domestic demands for innovative experiences, the Credits Program in International Travel and Recreation Planning aims to deliver the knowledge and skills students need for a rewarding and successful career in this dynamic field.

國際旅客與國內休閒娛樂產業的日益普及，促使城市旅遊與相關規劃部門的需求增加。為了因應此一全球新興產業，國際旅遊與休憩規劃學分學程教授相關產業所需具備的知識與技巧，利於學生日後從事相關產業。

2. Regulatory Alignments 實施要點

- 1) The Implementation Guidelines are developed in accordance with “Shih-Chien University (USC)- Credit Program Establishment Regulations.”

本實施要點依據「實踐大學學程實施辦法」訂定。

- 2) The credits program in International Travel and Recreation Planning (herein after referred to as ITRP) is jointly designed and offered by the Departments of Recreation Management, Tourism Management and Applied English.

國際旅遊與遊憩規畫全英語學分學程（以下簡稱本學程）之課程由休閒產業管理學系、觀光管理學系、應用英語學系共同開設。

- 3) Applications for the ITRP credits program are available to students starting in the second semester of their first- year-enrollment; available for transfer students commencing in their second year of studies at the USC. Program applicants are limited to full-time students who meet the required timeframe for the completion of a Bachelor’s Degree.

本校各學系學生自一年級下學期起(轉學生自轉入第二年起)至最高規定修業年級止(不包含延長修業年限)，得申請修讀本學程。

- 4) Applications must be completed and submitted to the Department of Recreation Management office prior to March 30th and November 30st in each academic semester.

學生申請修習本學程，應於每學年上下學期的 3/30 及 11/30 前向觀光管理學系提出申請，逾期不受理。

- 1) Applicants must complete the course meet one of the following English proficiency levels for enrollment:

欲申請本學程者必須於完成學程時取得下列英語能力測驗成績之一：

A. 59 or higher on TOEFL iBT

TOEFL(電腦測驗) 59 分或 59 分以上

B. 4.5 on IELTS

IELTS 4.5 分

C. 550 on TOEIC

TOEIC 550 分

- 2) The ITRP credits program contains two modules (see the Appendix): knowledge-based and practical application. Students are required to complete a minimum of 6 credits from each module and, among the 12 credits earned, 6 out of 12 credits should not be overlapping with students' core course units of degree requirements in their major, double major or minor. The ITRP credit program certificate issued by the College of Culture and Creativity will be rendered to a student participant who fulfills program requirements and released upon graduation.

本學程包含兩個模組(請見附錄)：基礎知識與實際應用。學生在每個模組至少必須修滿 6 學分。所修習的 12 學分中，至少有 6 個學分不得與學生主修、雙主修及輔修要求的必修學分重複。凡修畢本學程規定之科目與學分者，畢業時由文化與創意學院發給學分學程證明。

- 3) Withdrawal from the ITRP credits program must be completed by the last week of each academic semester and future applications will be declined.

放棄學程修習資格並申請畢業者，應於每學期期末考試(畢業考試)前一週向申請單位提出申請，且不得於畢業後再要求補修學程課程。

- 4) Extension of required study years is not granted for a student who wishes to complete the ITRP credits program.

本學程不允許修讀學生延後修業年限。

- 5) The ITRP Credits Program Implementation Guidelines will be executed upon approval of the College Academic Affairs Committee and University Academic Affairs Committee.

本實施要點經院務會議及校務會議核定通過認可。

3. Program Description 計畫細節

- 1) Program Title 學程名稱:

Credits Program in International Travel and Recreation Planning (ITRP)

國際旅遊與遊憩規畫全英語學分學程(ITRP)

- 2) Program Initiatives 設置宗旨

The international arrivals and domestic recreational demands worldwide are on

the rise, leading to a tremendous requirement of human capital in the travel and recreation sectors. In an industry that is ever-evolving with the increasing global and domestic demands for innovative experiences, the proposed ITRP credits program intends to deliver the knowledge and skills students need for a rewarding and successful career in this dynamic industry. Participants can take their skills in a number of directions, from tourism, hospitality and travel management to outdoor adventure, and more. Upon completion of the ITRP credits program, students will be able to:

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- A. provide adequate services with work ethics to customers and employers,
提供顧客與雇主良好的工作態度與服務。
 - B. plan tour itinerary or recreational activities to meet customers' requirements,
計畫符合顧客要求的旅程與休閒活動。
 - C. incorporate innovative ideas for the betterment of travel and recreational products design,
整合創新的想法，設計更好的旅遊與休閒企劃。
 - D. display positive attitudes towards workplace challenges.
以正向積極的態度面對工作上的挑戰。
- 3) Implementation guidelines are detailed in the above section entitled “regulatory alignments”.

本實施要點已詳述在上方的「**實施要點**」裡。

4) Program Organization 計畫組織:

The ITRP credits program are jointly organized and offered by Departments of Recreation Management, Tourism Management and Applied English Studies, College of Cultural and Creativity.

國際旅遊與遊憩規畫全英文學分學程（以下簡稱本學程）之課程由休閒產業管理學系、觀光管理學系、應用英語學系與文化與創意學院共同開設。

5) Course Offerings of the ITRP Credits Program:

本學程提供課程如下：

ITRP credit program: 13 courses and 26 credits are offered				
Course	Credits	Delivery Time Year/Semester	Responsible Department	Instructor
Module 1: Knowledge-based Courses				
International Cultural Customs and Etiquette 國際文化習俗與禮儀	2	First/1	Recreation	Dremedreman Curimudjuq 廖敏
Marketing for Leisure 休閒行銷學	2	Second/1	Recreation	Abby Y. Liu 劉怡君
Trends and Analysis for Global Leisure Industry 全球休閒產業趨勢與分析	2	Forth/2	Recreation	Gary Hung 洪緯典
Introduction of Tourism 觀光概論	2	First/2	Tourism	Chen-Hong Chen 陳正宏
Air Transportation and Ticketing 航空客運票務	2	Second/1	Tourism	Bianca Chen 陳麗珍
Tour Design and Marketing 旅遊產品規劃與行銷	2	Third/2	Tourism	Ching-Tang Chan 張景棠
Module 1 total number of credits : 12				
Module 2: Practical Application Courses				
Travel English 旅遊英文	2	First/1	English	W. S. Hsieh 謝文珊
Business Communication Skills(I) 商務英語溝通技巧(一)	2	Second/1	English	Paul Blewchamp 白樂山
Global English 世界英語風貌	2	Third/1	English	Svetlana Timina 藍娜
Interpretation English 解說英語	2	Second/1	Tourism	Bi-Wen-Lee 李苾文
Hospitality English 旅館英語	2	Second/2	Tourism	Phyllis Chu 朱永蕙
Applied English for Leisure 休閒應用英語	2	First/2	Recreation	Steven Hsu 許瓏勳
English Communication for Leisure 休閒英語會話	2	Second/1	Recreation	Abby Y. Liu 劉怡君
Module 2 total number of credits : 14				

