

For 2026 Academic Year

115學年度第1學期臨時校課程會議(115.08.19)通過

[illegible]

						領隊導遊實務 Principles and Practices of Tour Manager and Tour Guide			3	3												
						行銷學 Marketing			3	3												
						航空票務 Airline Ticketing			2	2												
	小計 Subtotal	7	7	6	6	小計 Subtotal	9	9	9	9	小計 Subtotal	5	5	4	4	小計 Subtotal	10		10			
系 訂 選 修 Department Elective Course	國際禮儀 International Etiquette	2	2			觀光心理學 Tourism Psychology	2	2			旅遊風險與應變管理 Travel Risk and response management	2	2									
	休閒遊憩概論 Introduction to Leisure and Recreation	2	2			研究方法 Research Method	2	2			校內實習（三） Campus Internship (3)	1	1									
	旅遊文化 Travel Culture			2	2	會展產業概論 Introduction to The MICE Industry	2	2			區域旅遊專題(二) recreation geography study (II)	2	2									
	觀光日語 Travel Japanese			2	2	觀光法語 Tourism French	2	2			旅遊管理專題研討與製作 Travel management case studies and project production	2	2									
	活動企劃與設計 Activity Design & Implementation			2	2	旅遊業顧客關係實務 Costomer Relationship Management	2	2			旅遊數據分析 Bigdata Analytic on Tourism	2	2									
	航空概論 Air Transport Essentials			2	2	智慧旅遊 Smart Tourism	2	2			基礎投資理財 Basic Investment and Financial Management	2	2									
						統計套裝軟體應用 SPSS Application			2	2	旅遊管理新知選讀 New Knowledge of Management	2	2									
						大陸旅遊概論 Introduction to China Tourism			2	2	旅遊商品與廣告 Travel Products Advertising and Planning	2	2									
						遊輪經營管理 Cruise Operation and Management			2	2	產業職業倫理 Industrial Professional Ethics			2	2							
						區域旅遊專題(一) recreation geography study (I)			2	2	進階觀光專業英語 Advanced Tourism Specialized English			2	2							
						電子商務 Electric Commercial			2	2	旅遊業品質管理 Travel Industry Quality Management			2	2							
						領隊導遊日語 Tour Manager and Tour Guide Japanese			2	2	旅遊業溝通與領導 Communication and Leadership for Travel Industry			2	2							
						國際觀光產業行銷 Management and Interational Marketing			2	2	區域旅遊專題(三) recreation geography study (III)			2	2							
						進階全球配銷系統 Advanced Global Distribution System			2	2	觀光產業創業管理 Introduction to Starting and Operating A Travel Agency			2	2							
											網路旅行社管理實務 OTA Management and Practices			2	2							
											財務管理 Finance Management			2	2							
											進階投資實務操作(新增) Advanced Investment Practical Operation			2	2							
											永續旅遊(新增) Sustainable tourism			2	2							
		小計 Subtotal	4	4	8	8	小計 Subtotal	12	12	16	16	小計 Subtotal	15	15	20	20	小計 Subtotal	0	0	0	0	128

備註：
Notes：

1.畢業學分數為**128學分**(含校訂必修**36學分**，學院必修10學分，系訂必修60學分，選修至少22學分)。
The required credits for the degree are 128 credits, including 36 required GE credits, 10 school required credits, core required 60 credits and 22 elective credits.

2.每學期修習學分數，依學生選課辦法辦理。
The maximum credits taken each semester are based on the Guidelines for Student's Course Selection of NKUHT.

3.跨系選修最多承認12學分(其中含跨校6學分及跨領域微學分課程)。
Inter-departmental Electives admission are 12 credits maximum. (Including 6 Inter-school credits and Credit Programs.)

4.*代表通識課程中考量班級數調整開課學期。
The * sign indicates that the general education courses will be adjusted per semester based on the number of classes.

5.系訂相關電腦課程以A、B組彈性分別上課。
The students might be divided in to group A/B for computer class.

6.畢業門檻：依本系畢業條件標準表。
Graduation requirements: please refer to the table of graduation requirements.

7.校內實習卡需滿40小時，方可畢業（不含校內實習(一)(二)時數）。
To graduate, students must complete a minimum of 40 hours of on-campus internship.

8.「校外實習成績需提據廠商實習證明並檢附該實習成果，作為成績評定標準」。
The grading of the Off-campus Internship is partially based on the certificate of internship referred by the company and the internship reports/assignments.

9.大四通識必選四學分得於四學年內任一學年修畢。
To fulfill the requirement of general education credits in the fourth year, students must complete the courses in any academic year within their four-year study period.

10.境外生校定必修課程除軍訓與體育外，參照「華語課程實施要點」辦理。
Other than military training and physical education classes, international students should follow the regulations of “Guidelines for Mandarin Courses” for required courses enrollment.