

Curriculum Structure for the Tourism and Travel Credit Program of the University of Taipei

I. Purpose of Establishment

The Tourism and Travel industry is a rapidly developing smokeless industry that is considered a star industry of the 21st century. To align with the government's promotion of the "21st Century Taiwan Sustainable Tourism Strategy," enhance the quality of our country's tourism industry, create high-quality leisure experiences for the public, and accelerate the cultivation of tourism talent both in quality and quantity, the University of Taipei has established the "Tourism and Travel" Credit Program. This program encourages faculty to break down departmental boundaries, fully utilize and integrate their expertise and skills, and provide relevant professional knowledge in "interdepartmental fields." The aim is to equip students with professional knowledge and skills necessary for roles such as tour guides and tour leaders, and to assist students in obtaining relevant qualifications for examinations. This Credit Program not only helps students become skilled professionals but also increases their employment options and competitiveness, laying a solid foundation for their future development.

II. Course Objectives and Features

1. Objectives of Curriculum

- (1) Deepen professional knowledge in the fields of tourism and travel management.
- (2) Cultivate project planning skills relevant to the tourism and travel industries.
- (3) Develop fundamental competencies for working in the tourism and travel industries.

2. Features of Curriculum

- (1) **Interdisciplinary and Integrative Characteristics:** This course combines the high-quality faculty from the Department of History and Geography in the College of Humanities and Arts, the Department of Recreation of Sport Management in the College of Kinesiology, and the Department of Urban Development in the College of City Management. This integration offers students a comprehensive interdisciplinary curriculum, which helps enhance their professional guiding skills.
- (2) **Practical and Emphasizes Learning by Doing:** The course content focuses on aligning students with future careers. During their enrollment in the Credit Program, students will receive guidance from instructors to obtain professional tour guide and tour leader certifications, facilitating their career development.

III. Academic Regulations and Enrollment Notes (Refer to the "Implementation Guidelines for the Tourism and Travel Credit Program of the University of Taipei".)

IV. Credits Planning Table

Required Courses	Elective Courses	Total Courses
9	10	19

V. Required Courses

Course Title in Chinese	Course Title in English	Credits	Hours	Remarks
校外專業實習	Internship / Practicum	9	9	Department of Recreation of Sport Management

VI. Elective Courses (Must take at least 10 Credits)

Aspects	Course Title in Chinese	Course Title in English	Credits	Hours	Remarks
Certification and Skills	世界地理	World Geography	2	2	Department of History and Geography
	世界史	World History	2	2	Department of History and Geography
	臺灣地理	Geography of Taiwan	2	2	Department of History and Geography
	臺灣史	History of Taiwan	2	2	Department of History and Geography
	觀光地理	Geography of Tourism	2	2	Department of History and Geography
Practical Management	休閒人力資源管理	Human Resource Management in Sports and Recreation	2	2	Department of Recreation of Sport Management
	市場調查與分析	Market Survey and Analysis	2	2	Department of Recreation of

					Sport Management
	行銷學	Marketing	2	2	Department of Recreation of Sport Management
	都市發展史	History of Urban Development	2	2	Department of Urban Development
	城市美學	Urban Aesthetics	2	2	Department of Urban Development
Tourism Regulations	戶外教學活動設計	Outdoor Teaching Activity Design	2	2	Department of History and Geography
	導覽與解說概論	Guide Touring and Presentation	2	2	Department of History and Geography
	運動觀光	Sports and Tourism	2	2	Department of Recreation of Sport Management
	休閒活動規劃與管理	Planning & Management for Leisure Activities	2	2	Department of Recreation of Sport Management