

教學目標		
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Tourism English is a course designed to introduce students to Tourism first of all as a career choice; therefore professional requirements and job opportunities in this field will be presented through lecture and media resources. Secondly, students will learn the latest Tourism trends which will prepare them to make successful choices regarding personal travel in the future. Thirdly, this course builds English fluency and cultural intelligence through weekly practice that includes vocabulary drills, dialogs, and authentic readings. Fourthly, students will view media that captures real life tourism and hospitality experiences to encourage students to think critically and develop solutions prior to facing actual problem situations themselves. This course is a distance learning format and students are required to attend only designated onsite classes. Additionally, homework may be submitted via online email. If possible, students are encouraged to attend classes in person to gain the most educational contact with the teacher and participate in oral exercises and class discussions.

成績評定		
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homework, midterm and final exams (oral & written), oral presentation/ppt; class and online exercises

授課方式		
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Lecture/PPT, Class Interaction-role play, A/V media

教科書		
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書名	作者	出版社
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參考書		
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書名	作者	出版社
Discovery Channel - Food Guides; Travel & Adventure		
Videos: "Mt. Everest, Mountain of Doom" ; "Marco Polo and the Silk Road"		
Travel Agencies http://store.mintel.com/travel-agents-uk-december-2013		
Business Mess-ups https://www.youtube.com/watch?v=9CtM0vCOCDg		
Expedia		

教學進度表		
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週次	內容	備註
1	Introduction to Ideas and Ethics in Tourism and Hospitality - onsite class	

2	Unit 1, Lesson 1 - Tourism Industry Careers; Jobs, Passports, e-Tickets Boarding passes, Itinerary, Customs - online class	
3	How to Plan a Business Trip to the US; Special Cases in Taiwan HWK Reading: “True Stories from Travel Agents” - answer questions - online class	
4	10/10 HOLIDAY	
5	Business Nightmares - Marketing Mess-ups Video with problem-solving exercises	
6	Air Travel - Airport; Flight Attendant Jobs; In-flight Service	
7	Lesson 2 - Tour Design; Six-Day Hokkaido Tour” ; Giving and Receiving Directions; HWK Exercise: “3-Day Trip in Taiwan” (A-Li Shan or other)	
8	Video Journey - “Marco Polo on the Silk Road” Problem-solving exercises	
9	Lesson 3 - Special Forms of Tourism; Tourism Trends; “Culinary Adventures in Thailand” ; Food Guides; Culinary Vocabulary - online class	
10	MIDTERM EXAM (Written & Oral) - onsite class	
11	Ecotourism, Medical Tourism, Fashion Tourism; “Stayvacation “, Xtreme Tourism - “Mt. Everest, Mountain of Doom” Problem-solving exercises - online class	
12	How to Write a Special Tour Proposal; Volunteer Tourism; HWK: Plan a special tour in Taiwan; follow guidelines on page 46. - online class	
13	Unit 2, Lesson 1 - Hotel Amenities; Types of Hotels, Top 10 Hotels; Definition of Luxury - online class	
14	Lesson 2 - Stay at a Japanese Ryokan; Tourist Accommodations; Hotel Staffing; Standard Operating Procedures (SOP) Scenarios and role-play - online class	
15	Lesson 3 - Hotel Star Ratings; Diamond Ratings; Understanding Online Hotel Reviews; Video “Hotel Bed Bugs” HWK: Design a new worldwide rating system; follow guidelines on p. 84 and use chart on p. 85 (Prepare for Final Oral Presentation) - online class	
16	International Currencies; Exchange Rates; Destination: Jerusalem - online class	

17	Final Review: dialog and vocabulary practice - online class	
18	FINAL EXAM Written & Oral PPT Presentation -Worldwide Rating System - onsite class	

系教育目標

基本素養

教師基本資料

E-mail	教學網站	電話(公)	辦公室時間	地點
au4456@mail.au.edu.tw	Office 244, Room 6	2621-2121, Ext 2102		

備註