



科目名稱 Course Title	觀光餐旅概論 The Business of Hospitality and Tourism			課程代號 Course No.	ESSM-11G-01-A1
開課系級 Department	智慧服務管理英語學 士學位學程一年甲班 A-ESSM-1A	學分數 Credit(s)	3	時數 Hour(s)	3
選別 Required or Elective	4-系必	開課別 Duration	半年 第一學期 Required,1st Semester		
授課教師 Instructor	張雅惠				
缺曠課規定 Attendance Policy	缺曠課時數 (含事 / 病假) 達授課總時數三分之一 (18 小時) 以上者，學期成績以零分計。 Student will receive a semester grade of zero for a course if absences from class exceed one third (18 hrs) of total class hours.				
課程概要 Course Description	The Business of Hospitality & Tourism Operations provides an overview of its key business areas including: Lodging, Food and Beverage, Casino Operations, their Regulations and Customer Service techniques. The Business of Hospitality & Tourism Operations provides an overview of its key business areas including: Lodging, Food and Beverage, Casino Operations, their Regulations and Customer Service techniques.				
基本核心能力/系核心能力 Core Competency					
教學目標 Course Objectives	At the conclusion of this course, students will be able to: 1. To provide the student with current industry language and terms including but not limited to customer service and its importance in the industry 2. To illustrate to the student the size and make up of all the venues associate with the industry and identify advantages and disadvantages of a career in hospitality. 3. To acquaint the student with the dimensions and scope of the industry including travel trends and research, while also exploring and differentiating the many career opportunities available. 4. To foster awareness to the student regarding current hospitality & tourism trends while exploring and diagnosing the industry' s fascinating future.				
授課方式 Approach to Instruction	The teaching strategy consists of lecture, instructional media, homework practicum, case studies, in class activities, research, and CDIO teaching method.				
課程授課語言 Course language	英語				
是否自編教材 Whether self-edited textbooks	否				
成績評定 Grading	◎平時評量 20% : Participation & Discussions ◎期中評量 30% : Examination #1 ◎期末評量 30% : Examination #2 ◎其他評量 20% : Assignments				

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教科書與參考書目 Textbooks and References		Introduction to Hospitality (GE) by John R. Walker ISBN-13: 9781292330235 ISBN-10: 1292330236 Publisher: Pearson; 8th edition (2021)
聯絡方式 Contact Info		EleganceC@g2.usc.edu.tw 886-2-2538-1111 ext. 1190
備註 Remark		EMI Course EleganceC@g2.usc.edu.tw 886-2-2538-1111 ext. 1190 本課程大部分執行CDIO的前置C的階段，期末執行DIO的階段
週次 Weeks		進度內容 Syllabus
1	(09/07~09/13)	Introduction
2	(09/14~09/20)	Introduction: The Services Ch1 Introducing Hospitality CDIO - Project Based Learning (Conceive Phase & Design Phase)
3	(09/21~09/27)	Ch2 The Hotel Business CDIO - Project Based Learning (Conceive Phase)
4	(09/28~10/04)	Teacher' s Day – Make Up Day (NO CLASS!)
5	(10/05~10/11)	Moon Festival (NO CLASS!)
6	(10/12~10/18)	Ch3 Rooms Division Operations CDIO - Project Based Learning (Conceive Phase)
7	(10/19~10/25)	Ch4 Food and Beverage CDIO - Project Based Learning (Conceive Phase) Ch6 The Restaurant Business CDIO - Project Based Learning (Conceive Phase)
8	(10/26~11/01)	Ch5 Beverages Ch8 Managed Services (For Exam #2) CDIO - Project Based Learning (Conceive Phase)
9	(11/02~11/08)	Midterm Assessment
10	(11/09~11/15)	Ch9 Tourism CDIO - Project Based Learning (Conceive Phase)
11	(11/16~11/22)	Ch10 Recreation, Attractions, and Clubs CDIO - Project Based Learning (Conceive Phase & Implement Phase)
12	(11/23~11/29)	Ch11 Gaming Entertainment (& Casino Hotels) CDIO - Project Based Learning (Conceive Phase)
13	(11/30~12/06)	*** Floating Resorts: The Cruise Line Business CDIO - Project Based Learning (Conceive Phase & Implement Phase)
14	(12/07~12/13)	*** Airline Operation CDIO - Project Based Learning (Conceive Phase & Implement Phase)

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15	(12/14~12/20)	Ch12 Meetings, Conventions, and Expositions Ch13 Special Events CDIO - Project Based Learning (Conceive Phase & Design Phase)
16	(12/21~12/27)	Final Project & Presentation CDIO - Project Based Learning (Implement Phase & Operate Phase)
17	(12/28~01/03)	Final Assessment
18	(01/04~01/10)	Flexible Teaching Week
19	(01/11~01/31)	

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