

Proposal for “International Cultural Tourism and Guide” Credit Program, Wenzao Ursuline University of Languages

Applicable after the first semester of the academic year of 2014
Approved by the College Curriculum Committee of the College of
English and International Studies on October 24, 2013
Approved by the College Meeting of the College of English and
International Studies on October 31, 2013
Approved by the University Curriculum Committee on March 25, 2014
Approved at the Academic Affairs Committee on May 27, 2014
Ratified by the President on June 26, 2014

- I. Program name: “International Cultural Tourism and Guide” Credit Program
- II. Program coordinator: Department of International Affairs
- III. Program planning departments: Department of International Affairs and Department of Translation and Interpreting
- IV. Program objectives:
 - (1) On the basis of students’ foreign language ability and their understanding of international cultures, this program aims to cultivate outstanding professionals with the ability to speak foreign language(s) for the tourism industry by providing students with professional tourism training.
 - (2) With cross-disciplinary and inter-disciplinary practical courses, courses related to multiple cultures and courses related to the international meeting, exhibition and convention industry, as well as tourism, this program seeks to improve students’ professional knowledge and competitiveness in the job market.
- V. Qualifications for application:

Sophomore students of the college program (or above)
- VI. Application and evaluation procedures:
 - (1) Information required: Applicants should submit application forms and Chinese transcripts of records.
 - (2) Due dates: The due dates will be announced at the beginning of the semester according to the university calendar.
 - (3) Announcement of results: Upon evaluation and approval, the list of students who can join the program will be announced on the website of the Department of International Affairs and the university bulletin board.
- VII. Credits: The minimum requirement is 21 credits. For students who take the credit program, at least one-half of credits taken should not be one of the following:

- (1) courses offered in the student's own major
- (2) courses offered in the student's own double major
- (3) courses offered in the student's own minor

VIII. Regulations for the issue of program certificate:

- (1) Application deadline: Students who meet the requirements of the program should submit their application to the Department of International Affairs or the Department of Translation and Interpreting one month before graduation.
- (2) Information required: Applicants should submit a copy of Chinese transcript of records issued by the Registration Section.

IX. Point of contact: Assistant of the Department of International Affairs (Extension number 6102)

X. List of credits and courses of the International Cultural Tourism and Guide Credit Program

Compulsory courses (9 credits)	
Course name	credits
Introduction to Practices of City Culture	3
International Meetings and Incentive Travel Project Planning	3
Practice for Tour-Guided Interpretation Skills	3

Elective courses (at least 12 credits)		
Course name	credits	Remark
Introduction to Business Management	3	Only one of the two courses will be recognized
Introduction to International Business Management	3	
Negotiation Skills	2	Only one of the two courses will be recognized
International Negotiation and Communication	3	
International Conference English Presentation	3	Only one of the two courses will be recognized
Conference English and International Etiquette	3	
Professional Master of Ceremony	3	
Arts and Popular Culture in the World	3	
International Cultural Festivals	3	
Introduction to International Culture Economy	3	
Global Cultural Geography and Cultural Tourism	3	
History of World Cultures	3	
NGOS and Volunteer Management	3	

Note: 21 credits (9 credits from compulsory courses and 12 credits from elective courses)