

## **Implementation Guidelines for “Foreign Language Cultural Tourism and Guide” Credit Program**

Applicable after the second semester of the academic year of 2014

Approved at the Academic Affairs Committee on January 6, 2015

- I. Program name: “Foreign Language Cultural Tourism and Guide” Credit Program
- II. Planning departments: Department of English, Department of French, Department of German, Department of Spanish and Department of Japanese.
- III. Program coordinator: Department of English
- IV. Program objectives:
  - (I) On the basis of students’ foreign language ability, this program aims to cultivate outstanding foreign language talents for cultural tourism and guiding by enhancing students’ cross-cultural communication abilities and by providing students with professional training in tourism.
  - (II) Through cross-disciplinary and inter-disciplinary practical courses, and by working with multi-language cultural and tourism industry, this program seeks to improve students’ competitiveness in the job market.
  - (III) This program also works to promote inter-university collaboration, share resources and encourage communication between teachers and students from different colleges and universities.
- V. Qualifications for application: Sophomore students of the four-year college program (or above), junior students of the two-year college program (or above) and graduate students can apply before the end of the first semester of their last academic year (excluding students who delay graduation).
- VI. Application and evaluation procedures:
  - (I) Information required: Applicants should submit application forms and Chinese transcript of records.
  - (II) Due dates: The due dates will be announced at the beginning of the semester according to the university calendar.
  - (III) Announcement of results: Upon evaluation and approval, the list of students who can join this program will be announced on the website of the Department of English and the university bulletin board.
- VII. Credits: 20 credits
- VIII. Regulations for the issue of program certificate:
  - (I) Review of qualifications: The program coordinator should complete the qualification review before students graduate.
  - (II) Issue of certificates: According to the results of qualification review provided by the department in charge of the program, the Registration

Section should ask for the approval from the Dean of Academic Affairs. Upon approval, the University will issue the certificate for the “Foreign Language Cultural Tourism and Guide” credit program to qualified students.

IX. Point of contact: Assistant of the Department of English

X. List of credits and courses of the program

Category	Course name	Credits	Class hours	Department offering the course(s)
Required elective courses	Tourism 1	2	2	These courses will be taught in English, French, German, Spanish or Japanese, according to the student's department.
	Tourism 2	2	2	
	Travel Management and Practices	2	2	Department of English
	The Practice of Tour Manager	2	2	
	Cultural Tourism	2	2	
	The Practice of Travel Agent	2	2	
	Introduction to Chinese Eating and Drinking Culture in English	2	2	
	Overview of Touring International Cities	2	2	
	Overview of Local Cultures in Taiwan	2	2	
	British and American Culture and Tourism	2	2	
Total		20	20	