

# Student Learning Map

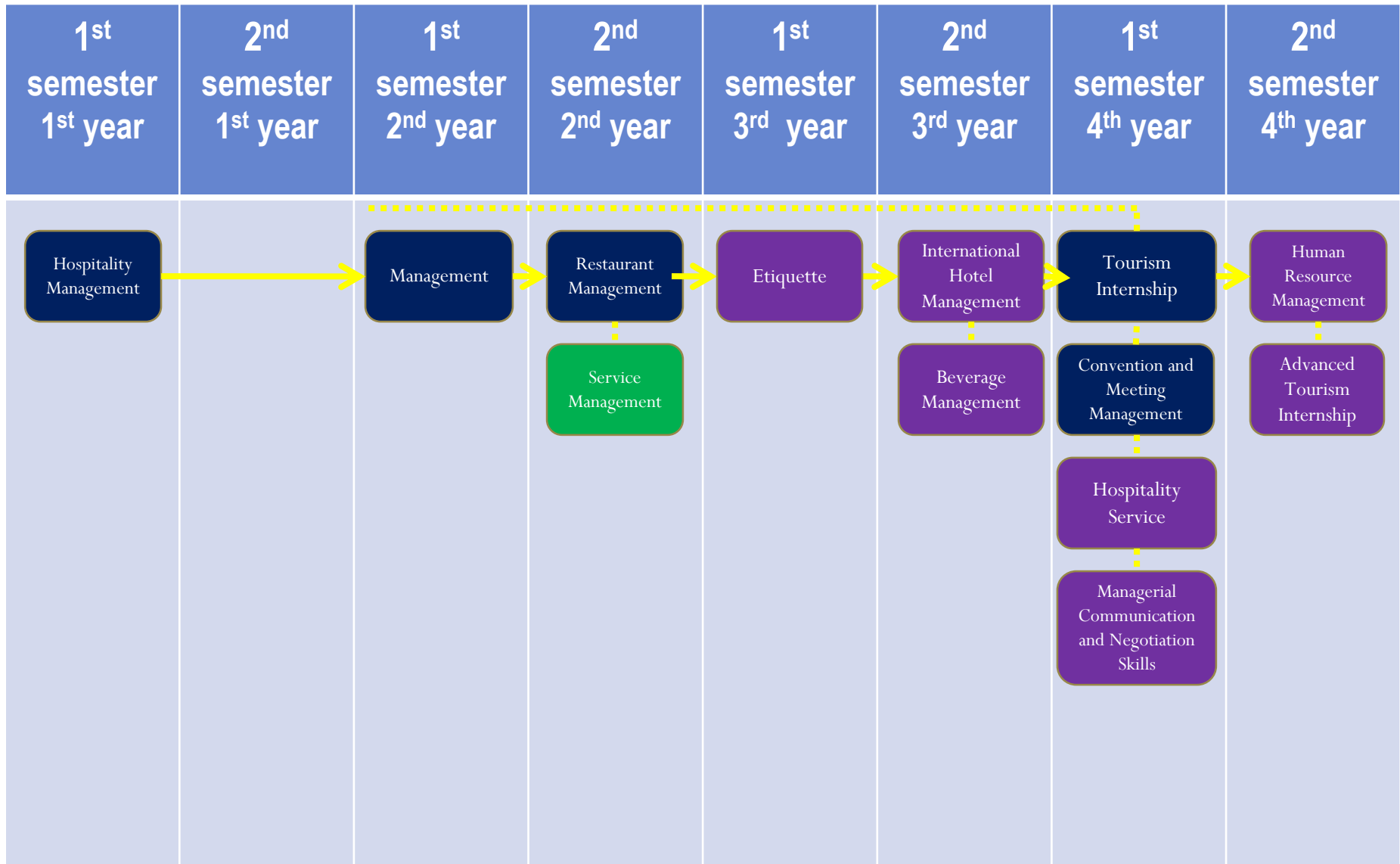
**Travel and Tourism Program  
International College  
March, 2014**

# Learning Map for students of Travel & Tourism Program of International College

- The learning map is career-oriented
- Six learning map is designed based on the following careers for the students with different interests
  - **International Hotel Industry**
  - **MICE Industry (Meeting, Incentives, Convention and Exhibition)**
  - **Travel Agency Industry**
  - **Air Travel Industry**
  - **Leisure & Recreation Industry**
  - **International Tourism Marketing Management**



# International Hotel Industry (required credits : 15, elective credits : 21, suggestions : 3)

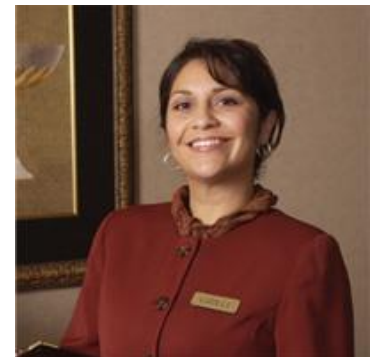




# AH&LA – American Hotel & Lodging Association CHS (Certified Hospitality Supervisor )

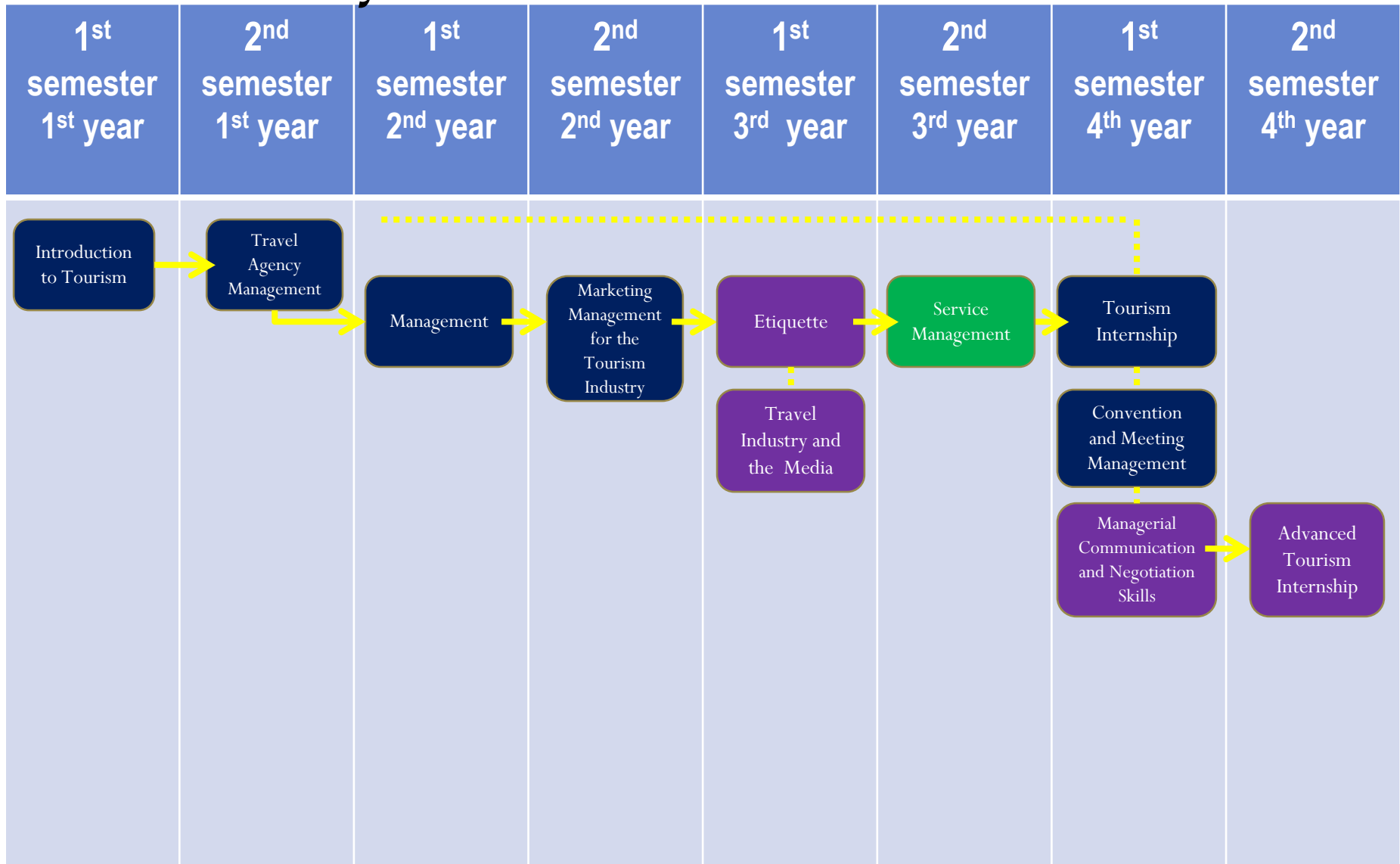
- Today's successful hospitality supervisors must have effective skills such as leadership, time management, and communication. They must keep pace with change, improve their knowledge, and share their experience with others. The Certified Hospitality Supervisor (CHS) designation provides recognition for these skills. Recognized worldwide, the **CHS** designation is the lodging industry's highest acknowledgment of professionalism for supervisors in the hospitality industry.
- Exam Preparation Material - *Supervisory Skill Builders* is a nine-workbook series which offers a thorough overview of the **CHS** exam content. Highlights include:
  - (1) Supervision
  - (2) Leadership
  - (3) Time Management
  - (4) Effective Communication
  - (5) Problem Solving and Conflict Resolution
  - (6) Orientation and Training
  - (7) Motivation and Team Building
  - (8) Staffing and Scheduling
  - (9) Improving Employee Performance
- Test fee: USD\$130 (in Taiwan)
- Test date: on demand (in Taiwan)

[www.ahla.com](http://www.ahla.com)



# Meeting, Incentives, Convention, Exhibition

## MICE Industry (required credits : 18, elective credits : 12, suggestions: 3)



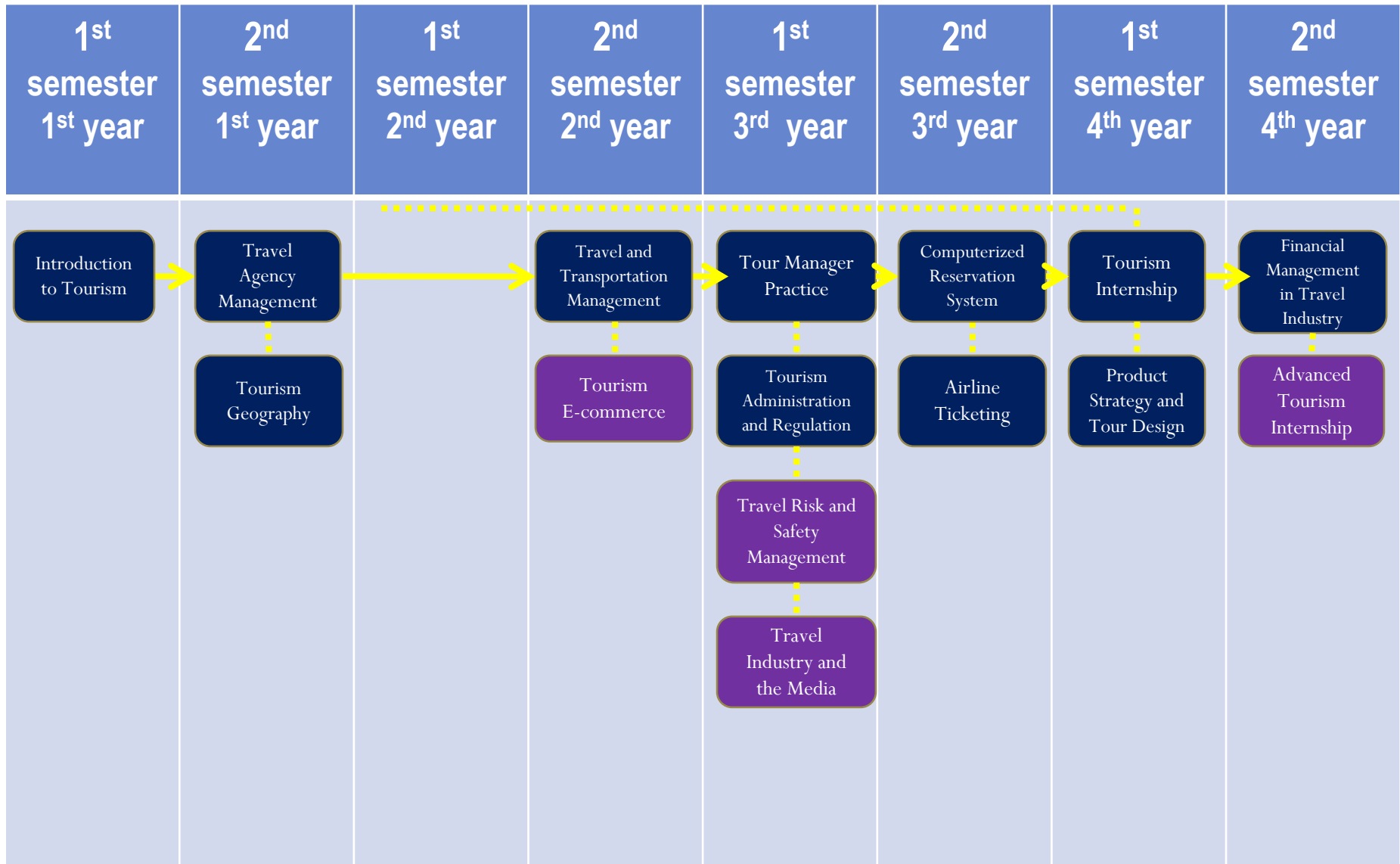


# MICE Certification (Taiwan)

- MICE (Meetings, Incentives, Conventions and Exhibitions), activities and events in which companies and organizations showcase various goods and services, bringing about a camaraderie among people. It has been seen as a gradual movement over the years and its popularity and influence is undeniable to the sustainability and growth of all business enterprises.
- The role of Taiwan MICE Training and Certification Project is to develop MICE related talent as well as a MICE expertise certification system. To perform at the highest standard, MICE professionals require knowledge, proficiency and extensive experience to deliver their services.
- Test date: once a year (this year : October 24<sup>th</sup>, 2009)
- Test fee: NTD\$500

<http://mice.itl.org.tw/>

# Travel Agency Industry (required credits : 33, elective credits : 12)





# Professional and Technical Junior Examinations for Tour Guides and Tour Managers (Taiwan)

*Test subjects for foreign-language tour guide:*

- **Tour Guide Practice (1)** (including Tour Guiding and Interpretation, Travel Safety and Emergency Procedures, Tourist Psychology and Behavior, Airline Ticketing, First Aid, and International Etiquette)
- **Tour Guide Practice (2)** (including Tourism Administration and Regulations, the Statute Governing Relations between People of the Taiwan Area and the Mainland Area; and Current Affairs Across the Strait)
- **Introduction to Tourism Resources** (including History of Taiwan, Geography of Taiwan, and Conservation of Tourism Resources)
- **Foreign Languages** (among English, French, German, Japanese, Korean, and Spanish, candidates shall choose any one of the six for the language subject)

*Test subjects for foreign-language tour manager:*

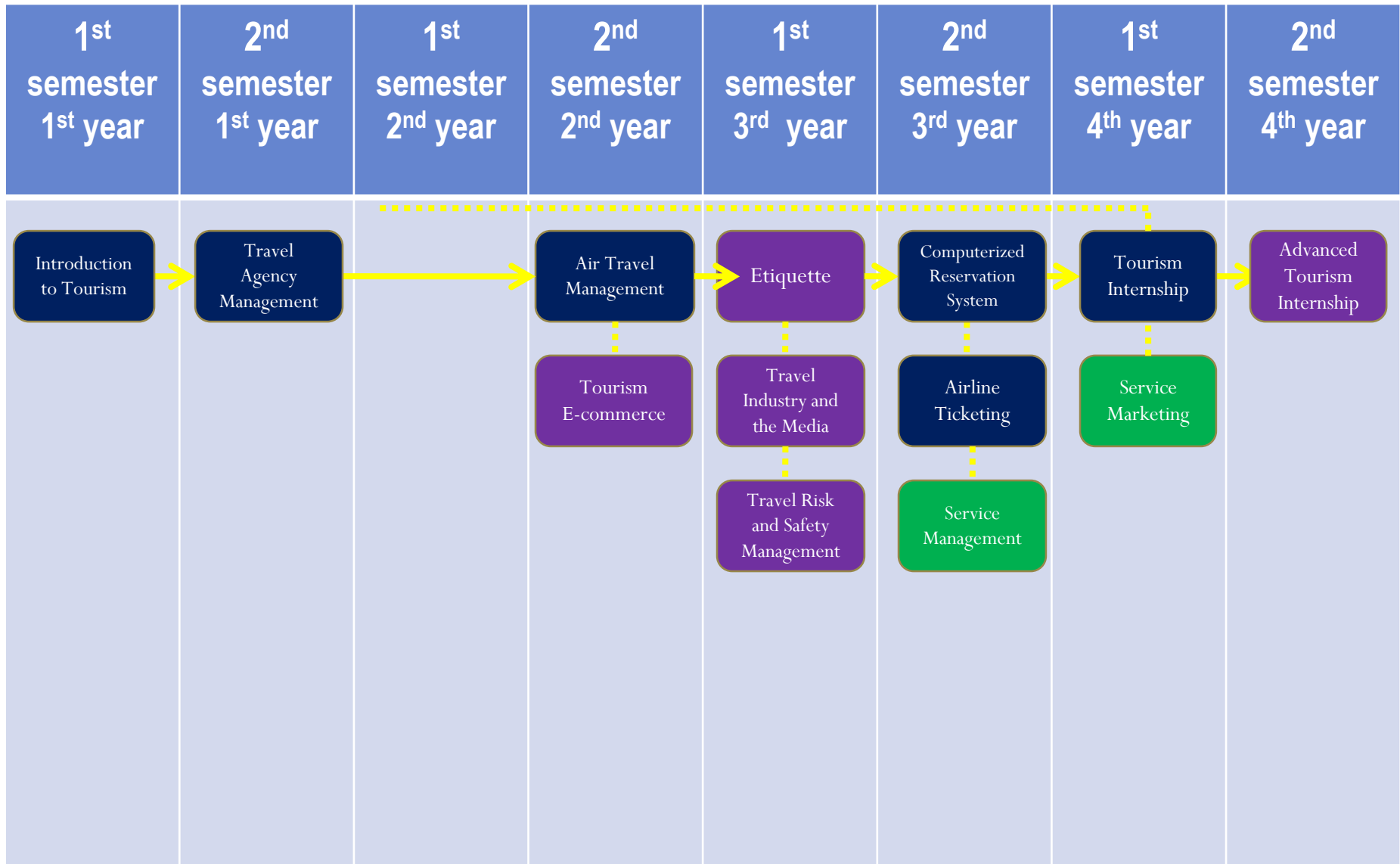
- **Tour Manager Practice (1)** (including Techniques and Skills of Tour Management, Airline Ticketing, First Aid, Travel Safety and Emergency Procedures, and International Etiquette)
- **Tour Manager Practice (2)** (including Tourism Regulations, Laws and Regulations Governing Entry and Exit, Knowledge of Foreign Exchange Regulations, the Sections Governing Travel as well as Contract for International Package Tour in the Provisions of Obligation in the R. O. C. Civil Code, the Statute Governing Relations between Peoples of the Taiwan Area and the Mainland Area; and Current Affairs Across the Strait)
- **Introduction to Tourism Resources** (including World History, World Geography, and Conservation of Tourism Resources)
- **Foreign Languages** (among English, French, German, Japanese, and Spanish, candidates shall choose any one of the five for the language subject)

*Test date – once a year, usually in March*

[www.moex.gov.tw](http://www.moex.gov.tw)



# Airline Industry (required credits : 18, elective credits : 15, suggestions : 6)

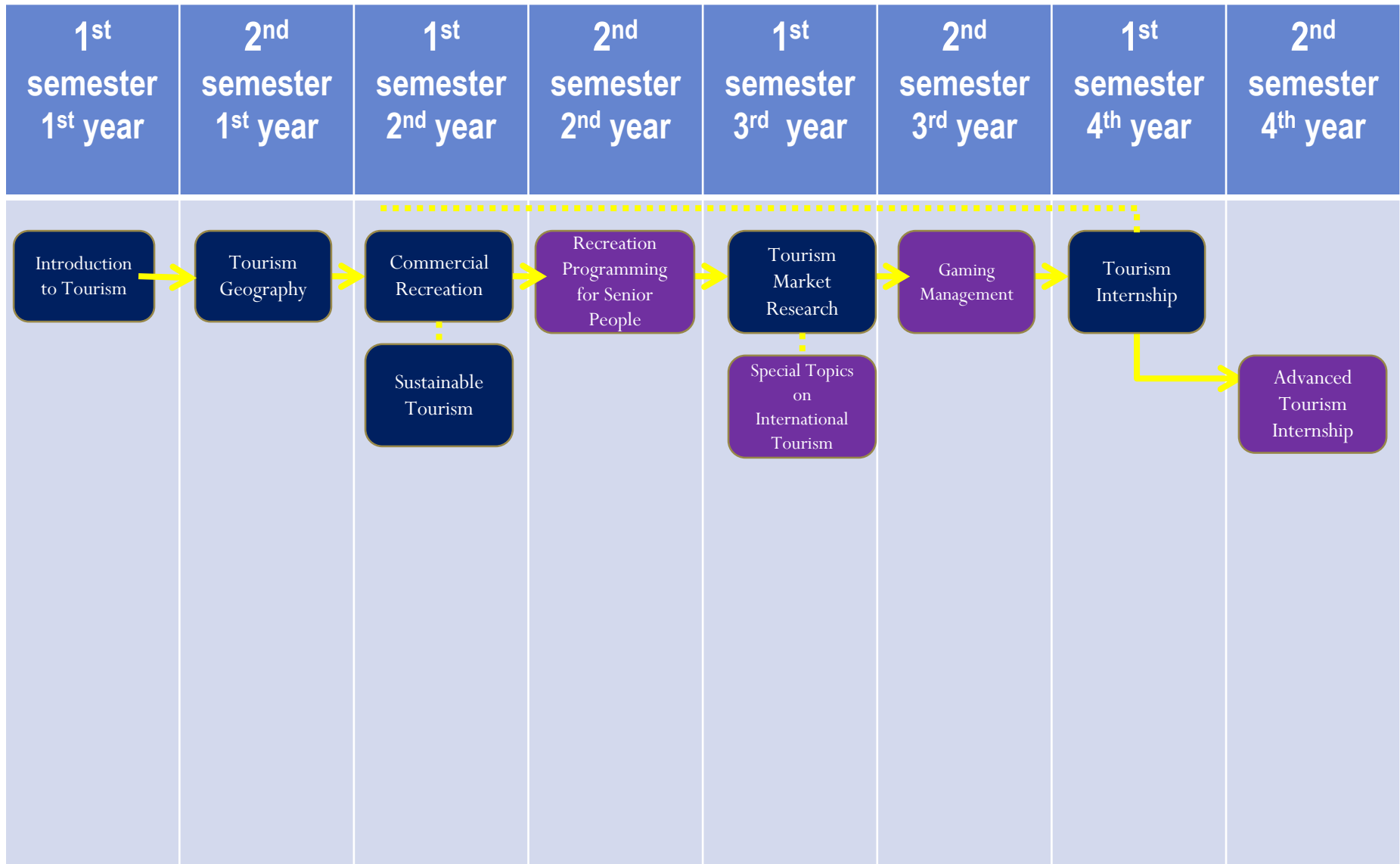




## CRS (Computer Reservation System)

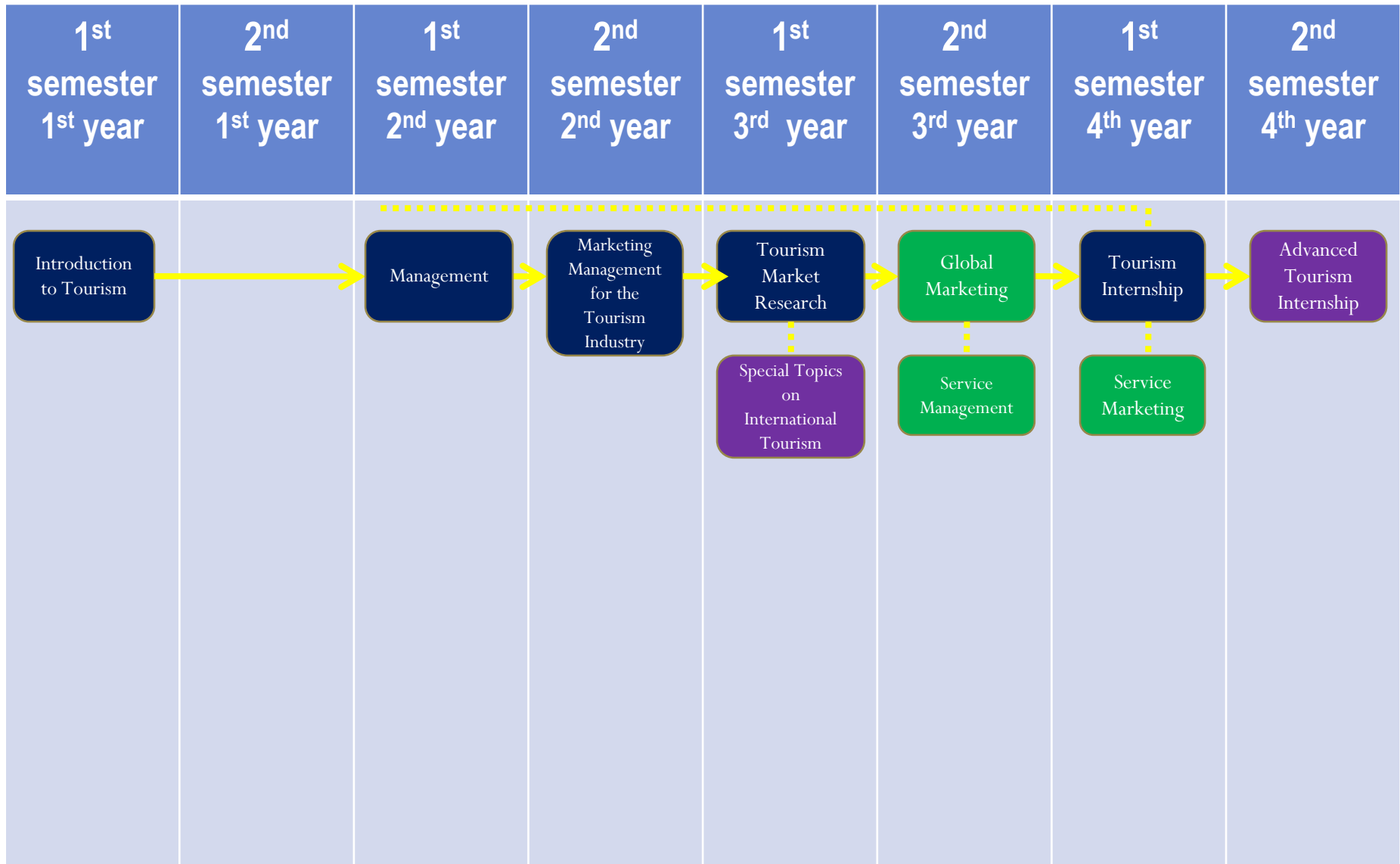
- A **computer reservation system (CRS)** is a computerized system used to store and retrieve information and conduct transactions related to air travel. Originally designed and operated by airlines, CRS were later extended for the use of travel agents; major CRS operations that book and sell tickets for multiple airlines are known as **global distribution systems (GDS)**. Airlines have divested most of their direct holdings to dedicated GDS companies, who make their systems accessible to consumers through Internet gateways. Modern GDS typically allow users to book hotel rooms and rental cars as well as airline tickets.
  - **Abacus** is one of the major GDS with a primary focus on Asia/Pacific travel operated by Abacus International Pte, Ltd., which is headquartered in Singapore.
  - Test date: on demand (to be announced)
  - Dr. Ho – key person to take care of Abacus tests
- <http://www.abacus.com.sg/>    <http://www.abacus.com.tw/>

# Leisure & Recreation Industry (required credits : 18, elective credits : 12)



# International Tourism Marketing Management

(required credits : 15, elective credits : 6, suggestions : 9)



# LCCI Marketing Level 2

London Chamber of Commerce and Industry International Qualifications (LCCI IQs) have been awarded since 1887 and are recognized by employers, governments and universities worldwide.

- Level 2 Marketing qualification is intended for those new to marketing as a business function, or those who wish to obtain a formally recognized professional qualification.
- The aims of this qualification are to enable candidates to develop :
  - (1) the marketing concept
  - (2) the fundamental techniques applied to the marketing products and services
- Test date: usually twice a year, and on demand
- Test fee: NTD\$2700

[www.lcci.org.uk](http://www.lcci.org.uk)    [www.lcci.com.tw](http://www.lcci.com.tw)

