



課 綱 Course Outline

觀光暨休閒遊憩學系碩士班一般組

中文課程名稱 Course Name in Chinese	休閒遊憩方案企劃與評量				
英文課程名稱 Course Name in English	Leisure and Recreation Program Development and Evaluation				
科目代碼 Course Code	TRLS51960	班 別 Degree	碩士班 Master's		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
<p>本課程的立意是幫助同學瞭解活動策劃之過程(program planning process)及如何為不同個體或團體設計與施行遊憩與休閒活動和服務(recreation and leisure programs and services)。因此，這門課將強調規劃理論與實務之結合。同學在修習此課程後應至少可對下列休閒活動規劃的概念及應用有所瞭解與體驗：</p> <p>一、規劃理論與哲學。二、活動規劃之準備與過程。三、規劃施行之考量與評估。</p>					
系教育目標 Dept.'s Education Objectives					
1	培養具國際觀之觀光休憩專業人才 To Build a foundation of global perspective to prepare students for being managers on tourism, recreation and leisure industries.				
2	培養理論與實務兼備之觀光休憩人才 To Offer a program with an emphasis on management philosophy responsive to the Taiwanese business context for being managers on tourism, recreation and leisure industries.				
3	培養創新之觀光休憩研發與規劃人才 To Prepare students for being innovative and excellent managers on tourism, recreation and leisure industries.				
4	重視人格教育與培養服務及團隊精神 To Emphasis on personality education to develop services and team spirit.				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives	
A	具備觀光、休閒、遊憩之理論的進階知識 To Have advanced knowledge on tourism, recreation and leisure.				

B	具備多元邏輯思考、問題分析與解決的能力 Students will be able to identify, analyze and solve business problems with logical thinking.	●
C	具備跨文化領導、溝通協調與團隊合作的能力 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.	●
D	具備國際視野以及外語溝通的能力 Students will be able to communicate in foreign languages and have an awareness of the global and cultural diversity issues.	○
E	善用資訊科技進行資訊搜尋、分析與統整 To Use of technology for information gathering, analysis and integration.	○
F	熟悉「深度遊憩體驗」之經營與規劃的觀光休憩知識 To Develop "deep recreation experience" of tourism and recreation management and planning knowledge.	●
G	熟悉「關懷社群健康」之經營與規劃的觀光休憩知識 To Develop "Caring for the Community Health" of tourism and recreation management and planning knowledge	●
H	熟悉「強調資源永續」之經營與規劃的觀光休憩知識 To Develop "emphasis on sustainable resource" of tourism and recreation management and planning knowledge.	○

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱
Course Outline

- 1、Basic concepts
- 2、Service and quality in programming
- 3、Programming theories
- 4、Program philosophy
- 5、Needs assessment: The first step
- 6、Programming for people
- 7、Program design
- 8、Program promotion
- 9、Pricing program services
- 10、Facilitating the participants pre-program experience
- 11、The programmer
- 12、The essence of program evaluation

資源需求評估 (師資專長之聘任、儀器設備的配合 . . . 等)
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

筆記型電腦/單槍投影機

課程要求和教學方式之建議
Course Requirements and Suggested Teaching Methods

本課程將結合老師授課(lecture), 討論(discussion), 課堂活動(in-class activity)與模擬(simulation)等諸型式來進行. 為增進學習效果, 老師要求同學每次上課前預習(含課後複習)當週指定之閱讀進度與完成指定之作業.

其他
Miscellaneous