



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	觀光遊憩顧客服務				
英文課程名稱 Course Name in English	Customer Services in Tourism and Recreation				
科目代碼 Course Code	TRLS52110	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					
了解自然觀光及戶外遊憩行為的基本概念，分析自然觀光與戶外遊憩顧客服務及相關的承載量議題，以及探討國內外自然觀光及戶外遊憩顧客服務案例。 本課程將採系統動態概念模式為架構，探討自然觀光與戶外遊憩顧客服務的經營與管理，使得修習的學生得以掌握自然觀光與戶外遊憩顧客服務過程中有哪些重要影響因子及因子之間的因果關係。					
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. Social aspects of customer service
2. Carrying capacity framework
3. Motivation, past experience, specialization
4. Natural tourism and outdoor recreation resources
5. Customer service management policies and procedures
6. Cross-cultural customer service
7. Environment education
8. Ecotourism
9. Health and well-being
10. Customer service case studies

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.)

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

Class discussion, presentation and report are required.  
Field trips and invited speakers will be arranged in due course.

其他  
Miscellaneous