



課 綱 Course Outline
觀光暨休閒遊憩學系碩士班國際組

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	TRLSM0170	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					
The purpose of this course is, firstly, to examine various concepts and strategies of customer services for parks, tourism and recreation areas such as national parks, national forest recreation areas and national scenic areas; secondly, to coordinate and consolidate themes and information obtained from the lectures, textbooks, and readings through critical thinking and practical applications. This course also addresses the issue of assessing service quality and customer satisfaction for the management of culturally diverse customers.					
Learning Outcomes: Ability to manage visitors in parks, tourism and recreation areas Ability to manage crowding conditions in parks, tourism and recreation areas Ability to manage culturally diverse visitors in parks, tourism and recreation areas Ability to conduct a customer service survey in parks, tourism and recreation areas					
系教育目標 Dept.'s Education Objectives					
1	培養具國際觀之專業之人才 Build a foundation of global perspective to prepare students for being managers.				
2	培養理論與實務兼備之人才 Offer a program with an emphasis on management philosophy responsive to the Taiwanese business context.				
3	培養創新之研發與規劃人才 Prepare students for being innovative and excellent managers.				
4	重視人格教育與培養服務及團隊精神 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	具備國際視野與外語能力 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蒐集、分析與統整 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 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 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 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.Course introduction 2.Parks, tourism and recreation use and users 3.Administration systems for parks, tourism and recreation 4.Perception of crowding and related issues 5.Customer experience and recreation specialization 6.Perception of service quality 7.Mid-term exam/field trip 8.Customer satisfaction and behavioral intentions 9.Values for diverse customers in tourism and recreation 10.Cross-cultural customer service and management 11.Direct methods versus indirect methods of customer services 12.Survey, questionnaire and presentation 13.Project presentation 14.Final exam		
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
其他 Miscellaneous
<p>Journal articles (e.g., from Journal of Leisure Research, Leisure Sciences, Journal of Recreation and Park Administration, Journal of Outdoor Recreation & Tourism, Journal of Ecotourism, Journal of Sustainable Tourism, Journal of Travel Research, Annals of Tourism Research, Tourism Management) will be assigned as the main readings during class period.</p> <p>Suggested textbooks:</p> <p>Manning, R.E. (2010). Studies in Outdoor Recreation: Search and Research for Satisfaction (3rd Ed.). Oregon State University Press. OR: Corvallis. [E-book available]</p> <p>Reisinger, Y. & Turner, L. (2003). Cross-Cultural Behavior in Tourism: Concepts and Analysis. Butterworth-Heinemann Publication. MA: Burlington. [E-book available]</p> <p>Reisinger, Y. (2009). International Tourism: Culture and Behavior. Butterworth-Heinemann Publication. MA: Burlington.</p> <p>Crouch, G.I., Perdue, R.R., Timmermans, H.J.P. & Uysal, M. (2004) Consumer Psychology of Tourism, Hospitality and Leisure. Volume 3. CABI Publishing. [E-book available]</p> <p>Cordell, K.H. (1999). Outdoor Recreation in American Life: A National Assessment of Demand and Supply Trends. Sagamore Publishing. [ISBN 157167246X] [E-book available].</p> <p>Pigram, J.J. & Jenkins, J.M. (2006) Outdoor Recreation Management. London, NY: Routledge.</p>