



課 綱 Course Outline

原住民族學院原住民族研究國際博士班博士班

中文課程名稱 Course Name in Chinese	觀光文化研究				
英文課程名稱 Course Name in English	Special Topics on Indigenous Tourism and Hospitality				
科目代碼 Course Code	IS_D1030	班 別 Degree	博士班 Ph. D.		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite	None				
課程目標 Course Objectives					
This course provides the opportunity for students to explore the impacts of tourism on indigenous peoples and the economic, social, cultural, environmental, and political motivations that encourage indigenous peoples to engage in tourism. It provides alternative insights into tourism as a social and cultural phenomenon by examining tourism from a different worldview. Themes of the tourist gaze, authenticity, identity, consumption, and pilgrimage will be considered throughout the semester. Students will be provided with opportunities to take a field trip and explore Taiwanese aboriginal arts, culture, events, and foods.					
系教育目標 Dept.'s Education Objectives					
1	推動國際原住民族學術研究 Facilitating the academic research on international indigenous peoples.				
2	培育跨領域原住民族研究學術研究人才 Providing transdisciplinary and comprehensive research support to indigenous studies.				
3	促進多元族群平等發展 Promoting equal development among diverse ethnic groups.				
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	具備國際原住民族研究之能力 Ability to conduct international indigenous studies.				●
B	具備國際原住民族議題之理論與實踐能力 Having the theoretical and practical abilities to address international indigenous issues.				

C	具備人文暨社會科學研究之理論知識與實證能力 Having theoretical knowledge and empirical abilities in humanities and social sciences research.	
D	具備在地實踐與國際視野之原住民族政策諮詢人才 Equipped with local and global visions for policy advisory of indigenous peoples.	
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 Overview 2. Context of Indigenous Involvement in Tourism 3. Marketing Indigenous Tourism 4. The Search for Authenticity 5. Motivations for Indigenous Involvement 6. Motivations for Tourists' Demands 7. A Typology of Cultural Tourists 8. Indigenous Rights in Tourism 9. Midterm Exam 10. Community-Based Tourism vs Individual Entrepreneurship 11. Comparative Analysis of Indigenous Tourism Globally 12. Towards a Sustainable Indigenous Tourism 13. Field Trip 14. Project Presentations 15. Final Research Paper		
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.)		
Room A318, CIS Bldg. (Classroom with a projector)		
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods		
This course explores various topics or issues related to indigenous tourism through a series of readings, lectures, screenings, small group discussions, field trip, and cooperative learning.		
其他 Miscellaneous		
Grading Criteria 1. Attendance and participation (5%) 2. Reading quizzes (10%) 3. Ethnographic exercises (10%) 4. Midterm exam (25%) 5. Field trip reflection (10%) 6. Poster presentation (10%) 7. Final research paper (30%)		