



課 綱 Course Outline

觀光暨休閒遊憩學系學士班

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| 中文課程名稱 Course Name in Chinese | 觀光休憩消費行為 | | | | |
| 英文課程名稱 Course Name in English | Consumer Behavior in Tourism and Recreation | | | | |
| 科目代碼 Course Code | TRLS10700 | 班 別 Degree | 學士班 Bachelor' s | | |
| 修別 Type | 學程 Program | 學分數 Credit(s) | 3.0 | 時 數 Hour(s) | 3.0 |
| 先修課程 Prerequisite | 無 | | | | |
| 課程目標 Course Objectives | | | | | |
| <ul style="list-style-type: none">了解影響消費者行為內在與外在因子。介紹消費者行為的所涵蓋的面向及其包含的理論與概念。探討觀光休閒產業相關之消費者行為。 | | | | | |
| 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 | 培養理論與本土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 | 培養創新且優秀之觀光休憩人才 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精神 To Emphasis on personality education to develop services 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 | 對觀光休閒遊憩產業有基本的認識 To Have a basic knowledge on tourism、recreation and leisure industries. | | | ● | |

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| 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 | 培養國際視野以及外語專業的能力 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蒐集、分析與統整 To Use of technology for information gathering, analysis and integration. | ○ |
| F | 能了解觀光休憩相關政策與策略所需之專業能力 To Have professional abilities to appreciate tourism and leisure-related strategies and policies. | |

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

課程大綱 Course Outline

1. 行為與行銷策略
2. 購買決策
3. 動機、涉入與價值觀
4. 知覺
5. 學習與記憶
6. 態度
7. 情緒
8. 人格、自我概念與生活型態
9. 購買情境
10. 文化與次文化
11. 參考團體與意見領袖
12. 社會階層與家庭

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.)

電腦、投影機、麥克風、投影

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

課堂講授、小組討論、小組口頭、書面報告

其他 Miscellaneous