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## ②图玄東華大學

# 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	觀光遊憩顧客服	L務		學年/學期 Academic Year/Semester		112/1
課程名稱(英文) Course Name in English	Customer Services in Tourism and Recreation					
科目代碼 Course Code	TRLS52110	系級 Department 碩士 & Year		開課單位 Course-Offering Department	觀光暨休閒遊憩學系	
修別 Type	選修 Elective	學分數/時 Credit(s)/Hou		3	3.0/3.0	
授課教師 Instructor	/李介祿					
先修課程 Prerequisite						

### 課程描述 Course Description

Parks, tourism and recreation areas increasingly serve as international visitor attractions and play an important role in the international tourism industry. Visitor use of these areas may contribute significantly to sustainable local communities. However, overuse of parks, tourism and recreation areas by visitors may result in negative impacts. Customer services and related issues such as cultural values, perception of crowding, service quality, customer satisfaction and behavioral intentions assume an important role in parks, tourism and recreation management. A failure of agencies to respond to these requirements may ultimately result in serious legal challenges. Understanding the factors influencing customer services will help parks, tourism and recreation management and further promote social and environmental justice in a culturally diverse society.

### 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.	•
В	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.	0
С	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.	0
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	0
Н	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 co	orrelated

	授課進度表 Teaching Schedule & Content						
週次Week	內容 Subject/Topics	備註Remarks					
1	Course introduction						
2	Administration systems for parks, tourism and recreation						
3	Social aspects of parks, tourism and recreation						
4	Parks, tourism and recreation use and users						
5	Perception of crowding and related issues						
6	Customer past experience						
7	Perception of service quality						
8	Customer satisfaction and behavioral intentions						
9	期中考試週 Midterm Exam						
10	Values for diverse customers in tourism and recreation						
11	Cross-cultural customer services						
12	Cross-cultural customer services (Continued)						
13	Direct methods versus indirect methods of customer services						
14	Survey and questionnaire in customer services						
15	Health and welling						
16	Health and welling (Continued)						
17	期末考試週 Final Exam/case study						
18	Class materials supplement/individual appointment						
	教 學 策 略 Teaching Strategies						
✓ 課堂講	授 Lecture	Field Trip					
其他Mi	scellaneous:						
	教學創新自評 Teaching Self-Evaluation						
創新教學(	Innovative Teaching)						
✓ 問題導	向學習(PBL)	로 習(SBL)					
翻轉教	室 Flipped Classroom						
社會責任(	Social Responsibility)						
✓ 在地實	踐Community Practice       產學合作 Industy-Academia Cooperati	on					
跨域合作(	Transdisciplinary Projects)						
✓ 跨界教	學Transdisciplinary Teaching     跨院系教學Inter-collegiate Teaching	S					
業師合	授 Courses Co-taught with Industry Practitioners						
其它 othe	r:						

學期成績計算及多元評量方式 Grading & Assessments									
配分項目	配分比例 多元評量方式 Assessments								
Items	Percentage	測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	40%	~	~	~					
期中考成績 Midterm Exam	30%			~	~				
期末考成績 Final Exam	30%			~	~				
作業成績 Homework and/or Assignments									
其他 Miscellaneous									

評量方式補充說明

Grading & Assessments Supplemental instructions

### 教科書與參考書目(書名、作者、書局、代理商、説明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

The course materials for each class will be announced in e-Learning for students' preview and review. Journal papers will be assigned as readings. Below textbooks are suggested for your references.

- 1. Robert Manning (2022). Studies in Outdoor Recreation: Search and Research for Satisfaction (4th ed.). OR: Corvallis: Oregon State University Press. [2011, 3rd ed. ebook available at ndhu library]
- 2. Kathleen Cordes and Garrett Hutson (2015). Outdoor Recreation: Enrichment for a Lifetime (4th ed). Sagamore Publishing Inc. [available and to be reserved at ndhu library]
- 3. Yvette Reisinger (2009). International Tourism: Culture and Behavior. Butterworth-Heinemann Publication. MA: Burlington. [ebook available]

### 課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information.

Personal website can be listed here.)

http://sys.ndhu.edu.tw/RD/TeacherTreasury/tlist.aspx?tcher=12690

#### Note:

- 1. Course content and order of presentations may be deviated from those topics as outlined in the syllabus.
- 2. An invited speaker or a field trip may be arranged in due course.
- 3. All announcements will be noticed from e-Learning website. Students are required to check e-Leaning often during the class semester.

其他補充說明(Supplemental inst	tructions)
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