



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	觀光遊憩顧客服務		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	TRLSM0170	系級 Department & Year	碩士	開課單位 Course-Offering Department
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/李介祿			
先修課程 Prerequisite				
課程描述 Course Description				
<p>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.</p>				
課程目標 Course Objectives				
<p>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.</p> <p>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</p>				
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

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 分組討論 Group Discussion 參觀實習 Field Trip
 其他 Miscellaneous:

教學創新自評 Teaching Self-Evaluation

創新教學 (Innovative Teaching)

- 問題導向學習 (PBL) 團體合作學習 (TBL) 解決導向學習 (SBL)
 翻轉教室 Flipped Classroom 磨課師 Moocs

社會責任 (Social Responsibility)

- 在地實踐 Community Practice 產學合作 Industry-Academia Cooperation

跨域合作 (Transdisciplinary Projects)

- 跨界教學 Transdisciplinary Teaching 跨院系教學 Inter-collegiate Teaching

- 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		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、說明)
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-Learning often during the class semester.

其他補充說明 (Supplemental instructions)