②国o支束華大學 教學計劃表 Syllabus

		12-1		UJ	110	abub				
Cour	課程名稱(中文) se Name in Chinese	觀光遊憩顧客服務				學年/學期 Academic Year/Se	112/1			
Cour	課程名稱(英文) rse Name in English Customer Services in Tourism and Recreation									
	科目代碼 Course Code	TRLSM0170	碩士	-	開課單位 Course-Offering Department	觀光	暨休閒遊憩學系			
	修別 Type	選修 Elective	3.0/3.0	.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										
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										
							課	程目標與系專業能 力相關性		
系專業能力 Basic Learning Outcomes							relation between purse Objectives and Dept.'s Education Objectives			
A	■備觀光、休閒、游憩之理論的進階知識To Have advanced knowledge on tourism、									
В	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							•		
C	problems with logical thinking. 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. p 具備國際視野與外語能力Students will be able to communicate in foreign languages and									
D	D Ave an awareness of the global and cultural diversity issues.									

H I	用資訊科技進行資訊蒐集、分析與統整Use of technology for information gathering, alysis and integration.	0						
F of man	悉「深度遊憩體驗」之經營與規劃的觀光休憩知識Develop "deep recreation experience" tourism and recreation nagement and planning knowledge.	•						
G Hea	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 alth" of tourism and creation management and planning knowledge.	•						
 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 H resource" of tourism and recreation management and planning knowledge. 								
圖示說明	月Illustration :● 高度相關 Highly correlated ○中度相關 Moderately	correlated						
	授課進度表 Teaching Schedule & Content							
週次Wee	水 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 参觀實習 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 ──							
社會責任(Social Responsibility)							
✓ 在地實踐Community Practice 產學合作 Industy-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 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									
			1	1					
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.									
 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] 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] Yvette Reisinger (2009). International Tourism: Culture and Behavior. Butterworth-Heinemann Publication. MA: Burlington. [ebook available] 									
	教材網址(含線								
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 instructions)									