



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	國際觀光遊憩管理特論		學年/學期 Academic Year/Semester	112/1
課程名稱(英文) Course Name in English	Advanced International Tourism and Recreation Management			
科目代碼 Course Code	TRLSM0100	系級 Department & Year	碩士	開課單位 Course-Offering Department
修別 Type	必修 Required	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/李易儒/陳麗如/李介祿/陳上迪			
先修課程 Prerequisite				
課程描述 Course Description				
The course is an introduction to key topic, concept and theory in tourism, recreation and leisure studies. The course is designed to provide students with practical understandings relevant to TRLS research, and to help students develop a critical view of research analysis. Students will undertake lead discussion, paper review, assignments and term paper that will allow them to gain solid knowledge and research ability.				
課程目標 Course Objectives				
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	Introduction	Dr. Lee Yi-Ju
2	The concept of tourism and leisure	Dr. Chih-Kuei Yeh
3	Tourism motivation	Dr. Lee Yi-Ju
4	Leisure constraints and coping	Dr. Li-Ju Chen
5	National Day (Holiday)	
6	Serious leisure	Dr. Li-Ju Chen
7	Place attachment	Dr. Lai-Hsin Lai
8	Recreation specialization	Dr. Lai-Hsin Lai
9	Midterm Exam (No class)	
10	Service quality	Dr. Chieh-Lu Li
11	Cross-cultural tourism and leisure	Dr. Chieh-Lu Li
12	Health and leisure	Dr. Shang-Ti Chen
13	Leisure and aging	Dr. Shang-Ti Chen
14	Tourism experience	Dr. Yang-Chan Hsu
15	Destination Image	Dr. Yang-Chan Hsu
16	Students - oral presentations	Dr. Lee Yi-Ju
17	New Year' s Day (Holiday)	
18	Students - oral presentations Submitting a term paper Semester Evaluation Week	Dr. Lee Yi-Ju

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	10%			✓					
期中考成績 Midterm Exam									
期末考成績 Final Exam	30%			✓	✓				
作業成績 Homework and/or Assignments	60%			✓	✓				
其他 Miscellaneous (_____)									

評量方式補充說明

Grading & Assessments Supplemental instructions

1. Active class participation/reporting and contribute to class discussions;
2. Each student undertakes two or three papers review and oral ppt presentation (20 mins) in the semester;
3. The students who are responsible for lead discussion of the week should email presentation ppt to the individual teaching before Sunday, or provide a ppt paper copy to the teacher in advance;
4. Other students not representing papers should submit a reflection report (within 5 pages in typed Word document) via e-Learning website by 23:59 each Wednesday;
5. Late Policy: Students will be required to turn in their written assignments by the due time as aforementioned. Except under special circumstances with written justification, assignments turned in after the class period will be penalized with a 10% reduction in points for each day late, including Saturdays and Sundays (i.e., one day late = 90% highest possible score, two days late = 80% highest possible score, etc.). Assignments will not be accepted more than one week after the original due date;
6. The term paper includes oral ppt presentation and paper review reports;
7. All assignments are to be in Times New Roman, 12pt font, 1.5 line space and with APA format.

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.)

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.)

其他補充說明 (Supplemental instructions)

國際商管認證說明：學院使命、教育目標、學習指標

在AACSB國際商管認證的諸多環節中，學習成效確保 (Assurance of Learning, AOL) 可謂其重中之重的一部分。AOL可概述為設計或檢討出一套有效的學習成效評價體系，透過全院師生的共同努力，試圖將學生的教育成效提升至與學院的教育使命 (Mission) 和各學制與系所的教學目標 (Learning Goals) 和目的 (Learning Objectives) 一致。其中，學院的教育使命與各學制與系所的教學目標和目的環環相扣、緊密連結，並以精心選出的種子課程評測同學的學習成效是否達到所對應的目標與目的。

以下為國立東華大學之學院使命以及本課程所對應之學習目標與目的

AACSB information: College Mission, Learning Goals, and Learning Objectives College Mission The College of Management (COM) emphasizes internationalization, education, and localization, which shapes its mission to cultivate outstanding management and academic talents who are aware of the impact of globalization and ethical issues and can integrate a diversity of knowledge and possess the analytical decision-making and execution abilities to build a brighter future. Students can achieve the five learning goals derived from the school mission, including LG1-integration of a diversity of business and management knowledge, LG2-analytical decision-making ability, LG3- execution, LG4-global vision, and LG5-ethics.

This course is Special Topics in Seminar to help graduate students achieve LG4, which is measured by the LO 4.1 and LO 4.2.

Learning Goal (LG4): Global vision

Learning Objectives (LOs): 4.1 Determine the impact of globalization on the markets g; 4.2 Equipped with the sensitivity of cross-cultural management

Measurement: The evaluation of the learning effectiveness of the course is the individual reflection for each talk for LO 4.1 and LO 4.2.

The following rubrics will be used to evaluate the students by the individual reflection for the intended learning objectives of AOL.

LO 4.1- Determine the impact of globalization on the markets

Needs Improvement: Little evidence in understanding the impacts of globalization on relevant markets.

Satisfactory: Notice and address some of the impacts of globalization on relevant markets.

Exemplary: Show integrated understanding and well address the relevant impacts of globalization on relevant markets.

LO 4.2- Equipped with the sensitivity of cross-cultural management

Needs Improvement: Provide no or little analysis of cultural impact of multinational management issues.

Satisfactory: Provide clear analysis of cultural impact of multinational management issues.

Exemplary: Provide accurate and detailed analysis of cultural impact of multinational management issues.