



## 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	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 Tourism and Recreation Management			
科目代碼 Course Code	BM_84940	系級 Department & Year	博士	開課單位 Course-Offering Department 企業管理學系
修別 Type	必修 Required	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/徐暘展/葉智魁/賴來新			
先修課程 Prerequisite				
課程描述 Course Description				
<p>這門課最主要的目的在於讓研究生對於觀光、休閒與遊憩領域重要的理論與概念有一通盤之瞭解，以奠定未來進行碩士或博士論文撰寫之理論基礎。此課程將介紹與討論不同主題，參酌相關之中、英文文獻，以奠基對於觀光暨休閒遊憩領域研究之認識。本學期之課程將由全系教師輪流教授，並依照個人擅長之領域挑選不同主題，以期做到課程多樣化、視野多角化的教學目標。</p>				
課程目標 Course Objectives				
<p>在使修習者深入瞭解觀光遊憩管理領域中常用及重要的課題與理論，以利進一步的探索，並培養修習者發現問題與探索問題的能力，同時藉此掌握國內外觀光遊憩發展的動態。</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	具備具有「深度遊憩體驗」經營與規劃的觀光休憩專業智能。Develop "deep recreation experience" of tourism and recreation management and planning knowledge.			●
B	具備具有「關懷社群健康」經營與規劃的觀光休憩專業智能。Develop "Caring for the Community Health" of tourism and recreation management and planning knowledge.			●
C	具備具有「強調資源永續」經營與規劃的觀光休憩專業智能。Develop "emphasis on sustainable resource" of tourism and recreation management and planning knowledge			●
D	具備多元邏輯思考、問題分析與解決之能力。Students will be able to identify, analyze and solve business problems with logical thinking			●
E	具備解析在地課題、掌握國際趨勢之專業素養。Having global perspectives on key issues in academia, research, industry, and government.			●
F	具備專業研究與教學能力Students will be able to conduct professional research and teaching.			●
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	課綱介紹			徐暘展老師
2	旅遊動機			李易儒老師
3	觀光與休閒之定義與內涵			葉智魁老師
4	地方依附			賴來新老師

5	國慶日調整放假(放假)	
6	遊憩專門化	賴來新老師
7	休閒阻礙與調適	陳麗如老師
8	認真性休閒	陳麗如老師
9	期中考週(無課)	
10	觀光經驗	徐暘展老師
11	目的地意象	徐暘展老師
12	服務品質	李介祿老師
13	族群/多元文化與觀光與休閒	李介祿老師
14	健康與休閒	陳上迪老師
15	休閒與老化	陳上迪老師
16	期末專題報告	徐暘展老師
17	開國紀念日(放假)	
18	繳交修正期末專題報告	徐暘展老師

### 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:

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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%		✓						課堂出席與參與
期中考成績 Midterm Exam									
期末考成績 Final Exam	30%			✓	✓				期末專題報告口頭+ 書面報告
作業成績 Homework and/or Assignments									
其他 Miscellaneous (課堂導讀與反思)	60%		✓				✓		由各週主題負責老師 評分

評量方式補充說明

Grading & Assessments Supplemental instructions

課程大致進行方式為先由學生導讀討論、後由授課老師補充授課。

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)

This course covers essential topics of tourism and recreation management to help graduate students achieve LG1 and LG3, which is measured by the LO 1.1, LO 1.2, LO 3.1 and LO 3.2.

Learning Goal (LG1): Advanced knowledge of business and management

Learning Objectives (LOs): 1.1 Equipped with the Advanced knowledge of a specialization or profession; 1.2 Be able to utilize professional knowledge to provide solutions to managerial problems

Learning Goal (LG3): Communication

Learning Objectives (LOs): 3.1 Equipped with the ability of written communication; 3.2 Equipped with the ability of oral communication

【Measurement: The evaluation of the learning effectiveness of the course includes two parts. Cooperative learning and leadership (expert teams) are mainly for LO 1.1, and LO 1.2; the individual final report including oral presentation and written paper are mainly for LO 3.1, and LO 3.2.】

The following rubrics will be used to evaluate the students by cooperative learning and leadership (expert teams) and the individual final report for the intended learning objectives of AOL.

LO 1.1-Equipped with the Advanced knowledge of a specialization or profession

Needs Improvement: Little evidence of acquiring advanced concepts, skills and techniques in area of specialization or profession

Satisfactory: By and large acquire and integrate the advanced concepts, skills and techniques in area of specialization or profession

Exemplary: Comprehensively Acquire and integrate the advanced concepts, skills and techniques in area of specialization or profession

LO 1.2-Be able to utilize professional knowledge to provide solutions to managerial problems

Needs Improvement: Does not diagnose the key managerial problems and cannot utilize the advanced professional knowledge to provide effective solutions to managerial problems

Satisfactory: Principally diagnoses the key managerial problems and utilize the advanced professional knowledge to provide effective solutions to a few managerial problems

Exemplary: Clearly diagnoses the key and subsidiary managerial problems and well utilize the advanced professional knowledge to provide effective solutions to insightful questions

LO 3.1-Equipped with the ability of written communication

Needs Improvement: Fail to demonstrate the ability to communicate effectively in written reports or documents on specific topic in modern business environment

Satisfactory: Demonstrate the ability to communicate effectively in written reports or documents on specific topic in modern business environment

Exemplary: Demonstrate the ability to communicate clearly and effectively in written reports or documents on specific topic in modern business environment

LO 3.2-Equipped with the ability of oral communication

Needs Improvement: Fail to demonstrate the ability of effective oral communication skills on specific topic in modern business environment

Satisfactory: Demonstrate the ability of effective oral communication skills on specific topic in modern business environment

Exemplary: Demonstrate the ability of effective oral communication strategies and skills on specific topic in modern business environment