



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	觀光休憩行銷管理AB		學年/學期 Academic Year/Semester	112/1	
課程名稱(英文) Course Name in English	Marketing for Tourism and Recreation				
科目代碼 Course Code	TRLS2009AB	系級 Department & Year	學二	開課單位 Course-Offering Department	觀光暨休閒遊憩學系
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)	3.0/3.0		
授課教師 Instructor	/徐暘展				
先修課程 Prerequisite					
課程描述 Course Description					
This course is designed as an introduction to basic principles and practices of marketing management. It aims to cover marketing concepts, strategies, and their applications in the tourism industry. The teaching style of this course will be highly interactive. Case study discussion and group tasks will be used to enhance students' understanding of the course content. Contemporary issues in marketing management in both domestic and international contexts will be discussed.					
課程目標 Course Objectives					
本課程主要為幫助學生了解行銷學的基本理論和概念，與行銷學在觀光休閒業之實務應用。另外，本課程將透過實務個案分析以及互動的方式激發學生對行銷學之興趣。學生在完成本課程後將有能力：					
<ul style="list-style-type: none"> ● 認識觀光休閒業市場 ● 瞭解觀光休閒業旅客 ● 發展觀光休閒業行銷策略 					
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	對觀光休閒遊憩產業有基本的認識To Have a basic knowledge on tourism、recreation and leisure industries.			●	
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	培養國際視野以及外語專業的能力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蒐集、分析與統整To Use of technology for information gathering, analysis and integration.				
F	能了解觀光休憩相關政策與策略所需之專業能力To Have professional abilities to appreciate tourism and leisure-related strategies and policies.			○	
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	課程介紹 Course Orientation			教學進度或依課程調整 To be confirmed	
2	觀光行銷導論 Understanding Marketing in Tourism			確定期末報告分組及順序 Group forming	

3	行銷環境及市場策略 The Marketing Environment and Strategy	
4	顧客資訊及行銷研究 Customer Information and Marketing Research	提交期末報告主題 Project topic submission
5	10/10國慶日 (放假) National Day (Holiday)	
6	旅遊消費者及組織市場購買行為 Travel Consumer and Organizational Buyer Behavior	
7	市場區隔及定位 Market Segmentation and Positioning	
8	產品管理 Product Management	下午5點前繳交紙本期中心得
9	期中考試週 Midterm Exam	
10	品牌及行銷溝通 Branding and Marketing Communication	
11	廣告及推廣 Advertising and Promotion	
12	訂價及消費者價值 Pricing and Customer Value	
13	觀光行銷通路 Distribution Channels in Tourism	
14	體驗行銷、實體環境與服務人員 Experiential Marketing, Physical Environment, and People	
15	小組課堂簡報 Group Presentation	
16	小組課堂簡報 Group Presentation	下午5點前繳交紙本期末反思
17	期末考試週 Final Exam	
18		

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%		✓						出席狀況及課堂參與
期中考成績 Midterm Exam	30%	✓							
期末考成績 Final Exam	30%	✓							
作業成績 Homework and/or Assignments	30%			✓	✓				小組上台簡報及書 面報告
其他 Miscellaneous (_____)									

評量方式補充說明

Grading & Assessments Supplemental instructions

小組上台簡報及書面報告口頭 10%；書面 10%；小組/同儕互評各5%

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.)

行銷學－觀光、休閒、餐旅服務業專案特色(第三版) (2023)，鄭華清、黃廷合，全華。

Marketing for Hospitality and Tourism (2021), Philip Kotler, John T. Bowen, and Seyhmus Baloglu, Pearson Education。

觀光與餐旅行銷:體驗、人文、美感(2020)，曾光華、陳貞吟、饒怡雲，前程。

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、景密連結，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 earning 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.

The following rubrics will be used to evaluate the students by the guest lecture reflective report and the individual paper commentary report/mid-term exam for the intended learning objectives of AOL.

LO 4.1- Understand 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.