



課 綱 Course Outline
觀光暨休閒遊憩學系學士班

中文課程名稱 Course Name in Chinese	全球化與觀光休憩趨勢				
英文課程名稱 Course Name in English	Trends in Tourism, Recreation and Leisure				
科目代碼 Course Code	TRLS30020	班 別 Degree	學士班 Bachelor' s		
修別 Type	學程 Program	學分數 Credit(s)	1.0	時 數 Hour(s)	2.0
先修課程 Prerequisite					
課程目標 Course Objectives					
本課程主要以觀光、休閒與遊憩三大主軸邀請校內與校外演講者，帶領學生了解有關觀光休閒遊憩產業的產業現況與未來發展趨勢，認識全球化對觀光休閒遊憩產業帶來的影響，以期達成學生了解未來觀光休閒遊憩產業工作內容，提供未來畢業就業方向之課程目標。					
系教育目標 Dept.'s Education Objectives					
1	培養具國際觀之觀光休憩專業人才 To Build a foundation of global perspective to prepare students for being managers on tourism, recreation and leisure industries.				
2	培養理論與本土實務兼備之觀光休憩人才 To Offer a program with an emphasis on management philosophy responsive to the Taiwanese business context for being managers on tourism, recreation and leisure industries.				
3	培養創新且優秀之觀光休憩人才 To Prepare students for being innovative and excellent managers on tourism, recreation and leisure industries.				
4	重視人格教育與培養服務精神 To Emphasis on personality education to develop services spirit.				
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

課程大綱
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- I、 全球化與觀光休閒趨勢課程簡介
- II、 專題演講與討論－旅行社產業現況與未來發展趨勢
- III、 專題演講與討論－國際連鎖觀光飯店產業現況與未來發展趨勢
- IV、 專題演講與討論－航空公司產業現況與未來發展趨勢
- V、 專題演講與討論－連鎖餐飲產業現況與未來發展趨勢
- VI、 專題演講與討論－會展產業現況與未來發展趨勢
- VII、 專題演講與討論－主題樂園產業現況與未來發展趨勢

資源需求評估（師資專長之聘任、儀器設備的配合．．．等）
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

大型演講教室、演講活動海報、演講者感謝狀

課程要求和教學方式之建議
Course Requirements and Suggested Teaching Methods

教學方法：專題演講

評量方式：上課情形(出席率與發言次數)、演講反思。

其他
Miscellaneous