



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	觀光規劃概論				
英文課程名稱 Course Name in English	Tourism Planning				
科目代碼 Course Code	TRLS20160	班 別 Degree	學士班 Bachelor' s		
修別 Type	學程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
本課程引領學生探索觀光發展與規劃的關係，課程關注於觀光規劃的目的、重要性、內容、課題、過程，以及觀光規劃相關的法規、流程與爭議。透過觀光規劃理論與實際案例的研討，讓學生學習觀光規劃的基礎與原則。					
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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- 一、 觀光規劃的基本原理與目的
- 二、 觀光規劃的對象與實作
- 三、 觀光規劃的法規與流程
- 四、 觀光規劃課題探討
- 五、 觀光規劃個案研討

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.)

資訊講桌（或筆記型電腦、投影機、DVD Player等影音播放設備

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

教師講授、學生討論、分組辯論與報告、影片觀賞與研討專題演講或田野參訪等

其他
Miscellaneous