



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	觀光策略管理				
英文課程名稱 Course Name in English	Strategic Management in Tourism and Hospitality				
科目代碼 Course Code	TRLS30030	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	觀光學概論				
課程目標 Course Objectives					
<p>This course is design as an introduction to strategic management in the hospitality and tourism industry. After successfully completing this course, students should be able to:</p> <p>? Apply key concepts and processes from the strategic management to tourism and hospitality contexts.</p> <p>? Critically analyse case studies to explain how strategic management can be used effectively for tourism and hospitality industry.</p>					
系教育目標 Dept.' s Education Objectives					
1	<p>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.</p>				
2	<p>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.</p>				
3	<p>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.</p>				
4	<p>重視人格教育與培養服務精神 To Emphasis on personality education to develop services spirit.</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	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
Course Outline

Strategic Management in the Hospitality and Tourism Industry
Environmental Scanning
Vision, Mission and Objectives
Strategic Planning
Resources and Competencies
Business-Level Strategies
Corporate-Level Strategies
Network-Level Strategies
Culture and Strategy
Strategy Formulation and Implementation
Strategy Implementation and Change
Evaluation of Strategies

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.)

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

Teaching Methods:
Lecture
Group discussion
Field Trip
project

Assessment Methods:
General Performance
Midterm Exam
Final Exam
project

其他
Miscellaneous

