



課 綱 Course Outline
觀光暨休閒遊憩學系碩士班一般組

中文課程名稱 Course Name in Chinese	餐旅經營管理專論				
英文課程名稱 Course Name in English	Special Topics in Hospitality Management				
科目代碼 Course Code	TRLS51930	班 別 Degree	碩士班 Master' s		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite	建議修習該課程同學應有基本觀光與餐旅概念				
課程目標 Course Objectives					
本課程屬於餐旅管理之進階課程，著重以學生對餐旅事業的基本認識為基礎，討論餐旅產業經營與管理相關議題與研究個案分析，本課程主要目標為提升學生對經營餐旅產業的實務經驗與能力，同時掌握現代與未來餐旅產業發展與研究方向。另外，本課程將針對餐旅產業與觀光事業做結合性的研究分析，意即以美食與觀光作共同討論，介紹飲食文化與美食在餐旅觀光業上的貢獻。					
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	培養創新之觀光休憩研發與規劃人才 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及團隊精神 To Emphasis on personality education to develop services and team 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	具備觀光、休閒、遊憩之理論的進階知識 To Have advanced knowledge on tourism, recreation and leisure.				●

B	具備多元邏輯思考、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	具備跨文化領導、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	具備國際視野以及外語溝通的能力 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搜尋、分析與統整 To Use of technology for information gathering, analysis and integration.	○
F	熟悉「深度遊憩體驗」之經營與規劃的觀光休憩知識 To Develop "deep recreation experience" of tourism and recreation management and planning knowledge.	○
G	熟悉「關懷社群健康」之經營與規劃的觀光休憩知識 To Develop "Caring for the Community Health" of tourism and recreation management and planning knowledge	○
H	熟悉「強調資源永續」之經營與規劃的觀光休憩知識 To Develop "emphasis on sustainable resource" of tourism and recreation management and planning knowledge.	○

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱
Course Outline

餐旅產業經營管理相關議題介紹
 收益管理(Yield management)研究個案討論分析
 服務品質管理(Service quality management)研究個案討論分析
 顧客關係管理(Customer relationship management)研究個案討論分析
 餐旅行銷(Marketing in hospitality industry) 研究個案討論分析
 飲食文化與餐旅產業(Food culture and hospitality industry)
 美食與觀光(Gastronomy and tourism)

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.)

數位講桌

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

教學方法：課堂講述、小組討論、專題報告、個案討論、校外參訪

評量方式：平時成績、心得報告、個案討論報告、期末專題報告

其他
 Miscellaneous