



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	文化資源與觀光發展特論				
英文課程名稱 Course Name in English	Culture Resources and Tourism Development				
科目代碼 Course Code	TRLS51920	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					
課程目標 Course Objectives					
探討重要的文化資源與觀光發展之間的課題進行深入探討，讓同學瞭解不同的文化資源與觀光發展課題下，重要的論述觀點以及實務運用。					
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

- 一、探討文化資源與觀光發展課題綜論
- 二、探討文化資源與休閒旅遊需求
- 三、探討觀光發展與休閒旅遊需求
- 四、探討文化資源與觀光發展與都市發展課題
- 五、探討文化資源觀光與自然資源管理課題
- 六、探討觀光與文化資源管理課題
- 七、探討文化資源觀光與產業發展課題
- 八、探討文化資源觀光與慶典活動課題

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.)

投影機、筆記型電腦

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

課堂講授與個案習

其他
Miscellaneous