



課 綱 Course Outline
企業管理學系博士班觀光遊憩組

中文課程名稱 Course Name in Chinese	觀光遊憩管理特論				
英文課程名稱 Course Name in English	Advanced Tourism and Recreation Management				
科目代碼 Course Code	BM_84940	班 別 Degree	博士班 Ph. D.		
修別 Type	必修 Required	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
在使修習者深入瞭解觀光遊憩管理領域中常用及重要的課題與理論，以利進一步的探索，並培養修習者發現問題與探索問題的能力，同時藉此掌握國內外觀光遊憩發展的動態。					
系教育目標 Dept.'s Education Objectives					
1	培養具有國際視野之觀光休閒遊憩專業人才。 Build a foundation of global perspective to prepare students for being managers.				
2	培養具有整合與解析在地觀光休憩課題優秀管理者。 Offer a program with an emphasis on management philosophy responsive to the Taiwanese business context.				
3	培養優秀的觀光休憩研究與教育人才。 Prepare students for being tourism researchers and excellent managers and teaching capabilities.				
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	具備具有「深度遊憩體驗」經營與規劃的觀光休憩專業智能。 Develop "deep recreation experience" of tourism and recreation management and planning knowledge.			●	
B	具備具有「關懷社群健康」經營與規劃的觀光休憩專業智能。 Develop "Caring for the Community Health" of tourism and recreation management and planning knowledge			●	
C	具備具有「強調資源永續」經營與規劃的觀光休憩專業智能。 Develop "emphasis on sustainable resource" of tourism and recreation management and planning knowledge.			●	

D	具備多元邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems with logical thinking.	●
E	具備解析在地課題、掌握國際趨勢之專業素養。 Having global perspectives on key issues in academia, research, industry, and government	●
F	具備專業研究與教學能力 Students will be able to conduct professional research and teaching.	●

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

課程大綱
Course Outline

內容涵蓋哲學、社會學及架構性觀點，並涉及實務面之問題及課題，方向大致包括：

1. 觀念類
2. 規劃類
3. 資源類
4. 管理類
5. 產業類

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.)

專兼任教師、筆電與單槍投影機

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

1. 口頭傳授(老師)
2. 雙向討論
3. 口頭報告(學生)

其他
Miscellaneous