



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	節慶觀光研究				
英文課程名稱 Course Name in English	Studies in Festival & Event Tourism				
科目代碼 Course Code	TRLS51700	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					
探討近年來政府透過推廣節慶觀光活動，將節慶觀光活動積極介紹給國民和觀光客，因著重於節慶觀光活動的行銷理念而乎略節慶更深層存在的文化面。並探討地方節慶觀光活動發展的影響因素。					
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	
針對文化面、經濟面、政治面、社區面、環境面等，探討各個大小節慶之活動相關發展研究。	
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	
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods	
課堂講授	
其他 Miscellaneous	