



課 綱 Course Outline
觀光暨休閒遊憩學系碩士班國際組

中文課程名稱 Course Name in Chinese	研究方法				
英文課程名稱 Course Name in English	Research Methodology				
科目代碼 Course Code	TRLSM0050	班 別 Degree	碩士班 Master' s		
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					
This course is designed as an introduction to research methods. It will introduce the basic concepts and principles in research philosophy and methodology in tourism, leisure, and recreation research. Upon completion of this course, students should be able to understand the key concepts and theories in research methods; critically investigate and evaluate a research topic; be able to formulate research objectives/question/hypotheses and employ an appropriate methodology for research, and effectively express and communicate research findings both in writing and in oral discussion.					
系教育目標 Dept.' s Education Objectives					
1	培養具國際觀之專業之人才 Build a foundation of global perspective to prepare students for being managers.				
2	培養理論與實務兼備之人才 Offer a program with an emphasis on management philosophy responsive to the Taiwanese business context.				
3	培養創新之研發與規劃人才 Prepare students for being innovative and excellent managers.				
4	重視人格教育與培養服務及團隊精神 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	具備國際視野與外語能力 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 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 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 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 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

- What are the major types of research?
- The meaning of methodology
- How to conduct literature review
- Strategies of research design
- Qualitative and quantitative measurement
- Sampling
- Experimental research
- Survey research
- Analysis of quantitative data
- Qualitative data collection and analysis
- Writing the research report

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.)

Digital lecturn

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

Class content is delivered through lectures, group discussion, and case studies.

其他
Miscellaneous