



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	觀光行銷				
英文課程名稱 Course Name in English	Marketing for Hospitality & Tourism				
科目代碼 Course Code	TRLS50800	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	無				
課程目標 Course Objectives					
<p>This course aims to provide students with a solid foundation in the principles and practices of marketing of tourist and hospitality businesses. After successfully completing this course, students should be able to:</p> <ul style="list-style-type: none"> ? Identify and describe some of the complex issues and challenges related to tourist and hospitality marketing. ? Critically analyse case studies and present recommendations for tourism and hospitality businesses. 					
系教育目標 Dept.' s Education Objectives					
1	<p>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.</p>				
2	<p>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.</p>				
3	<p>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.</p>				
4	<p>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.</p>				
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

This postgraduate course builds on, and considers, fundamental and advanced topics in tourism and hospitality marketing. It aims to cover marketing concepts, strategies, and their applications in tourism and hospitality business. Teaching style of this course will be highly interactive. Contemporary topics in creative marketing research in both domestic and international contexts will be discussed.

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.)

課程要求和教學方式之建議

Course Requirements and Suggested Teaching Methods

Teaching Strategies

- ◆Lecture
- ◆Group Discussion
- ◆Marketing Research

Assessments

- ◆General Performance
- ◆Midterm Exam
- ◆Final Exam
- ◆Homework and/or Assignments
- ◆Marketing Research

其他

Miscellaneous

