



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	多變量統計與觀光研究應用				
英文課程名稱 Course Name in English	Multivariate Data Analysis in Tourism Studies				
科目代碼 Course Code	TRLS51500	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	建議修習該課程同學應有基本統計學的概				
課程目標 Course Objectives					
<p>本課程著重於統計方法和分析技術在觀光旅遊領域的應用，將以深入淺出的授課方式取代只求導艱深瑣碎公式的傳統方式，並搭配一般觀光旅遊領域中的常見的議題（例：遊客的旅遊行為、觀光行銷組合的可行性分析，或者旅館產業的顧客關係等），運用課堂所學的概念實際去操作和分析，以增加使用高等統計學應用的興趣和信心，故課程目標主要有三：</p> <ol style="list-style-type: none"> <li>1. 熟悉多變量統計分析方法基本概念、理論與先關應用。</li> <li>2. 正確解讀分析與研究報告的數據。</li> <li>3. 培養學生應用統計分析工具於觀光、休閒、遊憩研究領域的能力。</li> </ol>					
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				<p>課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.' s Education Objectives</p>	

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

1. Intro of multivariate statistics and review
2. Data cleaning and examining
3. T-test, One-way, 2way ANOVA
4. MANOVA
5. Exploratory Factor Analysis (EFA)
6. Grouping data with cluster analysis
7. Confirmation Factor Analysis (CFA)、Reliability and Validity
8. Regression Introduction
9. Discriminant Function Analysis(DFA) and Logistical Regression
10. Structural Equation Modeling (SEM)
11. Mediating and Moderating Effects

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.)

筆記型電腦、SPSS軟體、結構方程式AMOS軟體/LISERL

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

課堂講授、口頭與書面報告、期末報告、軟體操作

其他  
Miscellaneous

出席與課堂參與20%、作業(口頭與書面報告)30%、考試(期中+期末考) 50%