



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	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	BM__84980	班 別 Degree	博士班 Ph. D.		
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		
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.)		
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods		
課堂講授與個案習作		
其他 Miscellaneous		