



課 綱 Course Outline  
觀光暨休閒遊憩學系學士班

中文課程名稱 Course Name in Chinese	商業遊憩經營				
英文課程名稱 Course Name in English	Commercial Recreation Management				
科目代碼 Course Code	TRLS20040	班 別 Degree	學士班 Bachelor' s		
修別 Type	學 程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
<p>本課程旨在提供同學對商業休閒企(事)業(i.e., 營利本位的)有所認識。範圍涵蓋其歷史、類型、產品(services and products)、趨勢、就業機會與生涯發展等等層面。同學在修習這門課後應至少可對下列有關商業遊憩的概念及實務有所瞭解與體驗：</p> <p>一、商業遊憩與觀光入門 二、創始(立)及經營管理商業遊憩與觀光業 三、商業遊憩與觀光產業外廓(industry profiles)</p>					
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>培養理論與本土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>培養創新且優秀之觀光休憩人才 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精神 To Emphasis on personality education to develop services 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	對觀光休閒遊憩產業有基本的認識 To Have a basic knowledge on tourism、recreation and leisure industries.	●
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	培養國際視野以及外語專業的能力 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蒐集、分析與統整 To Use of technology for information gathering, analysis and integration.	●
F	能了解觀光休憩相關政策與策略所需之專業能力 To Have professional abilities to appreciate tourism and leisure-related strategies and policies.	○

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱  
Course Outline

- 1、What is commercial recreation and tourism
- 2、The entrepreneur
- 3、The nature of commercial recreation and tourism
- 4、Starting the commercial recreation and tourism enterprise
- 5、Financial management
- 6、Marketing in commercial and tourism
- 7、Operations management
- 8、Commercial recreation and tourism programming
- 9、Industry profiles

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.)

無

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

本課程將結合老師授課(lecture)，討論(discussion)，課堂活動(in-class activity)與模擬(simulation)等諸型式來進行。為增進學習效果，老師要求同學每次上課前預習(含課後複習)當週指定之閱讀進度與完成指定之作業。

其他  
Miscellaneous