



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	觀光行政與法規				
英文課程名稱 Course Name in English	Tourism Administration and Law				
科目代碼 Course Code	TRLS20200	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	觀光學概論				
課程目標 Course Objectives					
政策的制定往往決定產業發展，觀光行政和法規全面影響台灣旅行業的各類業務，也是導遊、領隊等國家證照考試必考科目，學生完成本課程將瞭解：					
<ul style="list-style-type: none"> - 觀光行政管理的基本概念 - 台灣重要觀光產業政策與發展 - 旅行社、觀光遊樂、旅館、民宿等產業經營管理規則 - 國家現行觀光休閒遊憩管理辦法與條例 					
系教育目標 Dept.' s Education Objectives					
1	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.				
2	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.				
3	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.				
4	重視人格教育與培養服務精神 To Emphasis on personality education to develop services 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	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

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- 一、 闡述觀光產業政策與發展趨勢
- 二、 介紹台灣及國際觀光行政與組織
- 三、 國家風景區、國家公園、森林遊樂區等觀光休閒遊憩管理
- 四、 旅行業經營及導遊、領隊等從業人員管理規則及法規
- 五、 觀光旅館、民宿、餐飲業等經營管理相關法規

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

教學方法：課堂講授、專業講座
評量方式：專題報告、期中/期末考試成績

其他
Miscellaneous