



課 綱 Course Outline  
藝術創意產業學系學士班

|   |  |                  |                   |   |     |
|---|--|------------------|-------------------|---|-----|
| 中文課程名稱<br>Course Name in Chinese  | 文化觀光   |                  |                   |   |     |
| 英文課程名稱<br>Course Name in English  | Cultural Tourism   |                  |                   |   |     |
| 科目代碼<br>Course Code   | ACI_30300  | 班 別<br>Degree    | 學士班<br>Bachelor's |   |     |
| 修別<br>Type  | 學程<br>Program  | 學分數<br>Credit(s) | 3.0               | 時 數<br>Hour(s)  | 3.0 |
| 先修課程<br>Prerequisite  |  |                  |                   |   |     |
| 課程目標<br>Course Objectives   |  |                  |                   |   |     |
| 文化觀光已成為全球化發展下世界各國增加競爭力的絕佳策略。本課程將帶領學生理解文化觀光的歷史發展與現況。透過課程學生將認識台灣與國際間文化觀光的重要案例、瞭解台灣發展文化觀光的優勢與潛力，於此同時亦深入思考文化在觀光中所扮演的角色、以及觀光中所蘊含對文化的衝擊，並掌握當代文化觀光的重要議題。 |  |                  |                   |   |     |
| 系教育目標<br>Dept.'s Education Objectives   |  |                  |                   |   |     |
| 1   | 培育藝術創意產業專業人才。<br>Cultivate professional talent in the creative arts industry.  |                  |                   |   |     |
| 2   | 進行藝術創意產業觀察與研究。<br>Conduct observation and research in the creative arts industry.  |                  |                   |   |     |
| 3   | 接軌藝術創意產業與市場。<br>Align with the creative arts industry and the art market.  |                  |                   |   |     |
| 系專業能力<br>Basic Learning Outcomes  |  |                  |                   | 課程目標與系專業能力相關性<br>Correlation between Course Objectives and Dept.'s Education Objectives |     |
| A   | 具備藝術創意產業發展潮流的國際視野。<br>Possess an international perspective on the development trends of the creative arts industry.      |                  |                   | ●   |     |
| B   | 瞭解在地文化資源及藝術創意產業特色。<br>Understand local cultural resources and the characteristics of the creative arts industry.         |                  |                   | ●   |     |
| C   | 具有創新概念，能進行藝創產品的研發。<br>Have innovative concepts and the ability to conduct research and development of artistic products. |                  |                   | ○   |     |

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|---|---|---|
| D | 能結合在地資源，參與藝術創意產業實務。<br>Ability to integrate local resources and participate in practical aspects of the creative arts industry. | ● |
| E | 具備企劃、領導、溝通、合作及問題解決能力。<br>Possess skills in planning, leadership, communication, collaboration, and problem-solving.             | ● |
| F | 對於藝術創意產業及發展潮流有分析管理知能。<br>Analytical and managerial competence in the creative arts industry and its development trends.         | ○ |

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

課程大綱  
Course Outline

1. 文化的定義與觀光的運作
2. 文化觀光的歷史發展
3. 文化觀光與文化資產管理
4. 物質遺產與非物質遺產
5. 文化觀光與永續發

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

閱讀、講授、議題討論、案例討論、專家座談、校外參訪、口頭與書面報告、考試

其他  
Miscellaneous

指定教科書  
文化觀光：觀光與文化遺產管理，劉以德譯，桂魯出版。(2010)  
2009台灣文化觀光導覽手冊，行政院文化建設委員會出版。(2009)