



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	生態旅遊特論				
英文課程名稱 Course Name in English	Special topics on Ecotourism				
科目代碼 Course Code	BM__70010	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					
生態環境保育與觀光休閒發展可以共存嗎? To balance economic viability with socio-cultural and environmental responsibility is an ongoing discussion issue. One of the solutions to this issue may be developing ecotourism. 聯合國將2002年定為國際生態旅遊年 and 2011 is the International Year of Forests，鑑於生態資源保育以及休閒遊憩之重要性與日俱增，本課程教學目標為介紹同學對生態旅遊之相關理論與實務，重視實務操作的探討，佐以國內外實例說明，以期同學具有生態旅遊之專業知識與技能並具有提升生態旅遊產業服務水準之能力。					
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

1. 從環境與觀光關係到生態旅遊發展
2. 觀光與環境
3. 生態旅遊之概念、定義和相關議題
4. 生態遊客
5. 生態旅遊產業
6. 生態旅遊之衝擊
7. 生態旅遊之規劃與發展
8. 生態旅遊管理
9. 生態旅遊之行銷
10. 生態旅遊之未來議題與展望

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.)

教學助理以及邀請校外專家學者對生態旅遊特定議題分享。

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

學生課堂討論、期中考試、期末口頭發表以及校外教學觀察與實作。

其他 Miscellaneous