



# 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	遊程規劃與設計				
英文課程名稱 Course Name in English	Tour Planning and Design				
科目代碼 Course Code	TRLS20170	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					
遊程規劃與設計是觀光旅遊業者最重要的產品項目之一，本課程藉由學生實際規畫設計遊程的過程來了解一個行程從構想到實現之所有需要考量因子如當地特色、季節、風土民情、成本分析、觀光行銷等，以期學生從實作中習得相關所需知識與能力。內容包含(1)觀光產業與產品介紹(2)遊程規畫設計原理(3)觀光行銷策略(4)旅遊產品發展趨勢(4)實作與分享。					
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

### 課程大綱 Course Outline

1. 觀光產業與產品
2. 遊程規劃概論（涵義、原則、功能與目的）
3. 遊程規劃的市場分析（產品特性、消費者購買行為、市場分析）
4. 遊程規劃的步驟與方法
5. 簽證作業程序與資料蒐集
6. 遊程規劃的結構與考量因素
7. 遊程包裝設計
8. 遊程的成本考量因子
9. 遊程規劃的成本分析
10. 遊程產品的推廣
11. 旅遊產品發展趨勢
12. 規劃實作與分享

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.)

筆電、單槍等教學播放設

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

進行課堂講授與學生分組報

### 其他 Miscellaneous