



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	鄉村旅遊				
英文課程名稱 Course Name in English	Rural Recreation and Tourism				
科目代碼 Course Code	TRLS20140	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	無				
課程目標 Course Objectives					
<p>鄉村旅遊是一種特殊的旅遊形式，且大部分的觀光遊憩是發生在自然鄉村的地區。這是一門說明鄉村（遊憩）旅遊內涵、探討鄉村旅遊相關之資源管理、規劃開發、需求市場等課題的課程。課程中透過議題的分析以及個案的研討，期使同學認識台灣以及世界其他地區鄉村旅遊的發展，並熟悉其在經營管理與發展課題上的關鍵與重要性。</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	<p>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.</p>				●

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

- 一、 鄉村旅遊的定義與範疇
- 二、 鄉村資源與觀光遊憩 - 鄉村魅力
- 三、 鄉村旅遊供給系統 - 旅遊系統
- 四、 鄉村旅遊的需求 - 樂活
- 五、 鄉村旅遊產業之經營管理 - 休閒農業
- 六、 鄉村旅遊之永續發展 - 鄉村性
- 七、 觀光遊憩與鄉村社區發展 - 社區營造
- 八、 鄉村旅遊個案研討 - 生態旅

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

課堂講授與個案習

其他
Miscellaneous