



# 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					
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。					
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	
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	