



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	國家公園管理專論				
英文課程名稱 Course Name in English	Special Topics on National Park Management				
科目代碼 Course Code	BM__85430	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					
1. 增進瞭解國家公園管理的內涵與精神 2. 關注永續和保育議題與觀光遊憩的連結 3. 發現國家公園發展與管理的限制、盲點與困境 4. 建構評估國家公園管理的視野與能力 5. 國家公園實地觀察與體驗					
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. 保護區以及國家公園發展的基本概論與歷程 2. 國內外國家公園發展的背景與體質 3. 國家公園發展的限制、盲點與困境 4. 世界遺產與國家公園 5. 國家公園實地觀察與體驗 Protected areas worldwide increasingly serve as popular visitor attractions and play an important role in international tourism and recreation industry. Visitor use of protected areas may significantly contribute to sustainable local community development. However, overuse of protected areas by visitors may result in negative impacts. National park management and related issues such as perceptions of safety, crowding and service quality, therefore plays a vital role in protected area management.	
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.)	
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)	
A field trip and an invited speaker will be arranged in due course	
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods	
Course Requirements and Suggested Teaching Methods	
Students are required to attend the classes and join the discussion	
其他 Miscellaneous	
Miscellaneous	