



課 綱 Course Outline
觀光暨休閒遊憩學系碩士班國際組

中文課程名稱 Course Name in Chinese	觀光休閒概念化與量表發展專論				
英文課程名稱 Course Name in English	Special Topics in Conceptualization and Scale Development in Tourism and Leisure Studies				
科目代碼 Course Code	TRLSM0210	班 別 Degree	碩士班 Master' s		
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					
This course aims to develop students' ability to conceptualize emerging constructs in the field of tourism and leisure and to design a measurement tool with reliability and validity. The course will introduce the fundamental principles of conceptualization, guiding students through the complete process from literature review and theoretical framework construction to the operationalization of variables. This will help students transform abstract constructs into measurable research variables.					
系教育目標 Dept.' s Education Objectives					
1	培養具國際觀之專業之人才 Build a foundation of global perspective to prepare students for being managers.				
2	培養理論與實務兼備之人才 Offer a program with an emphasis on management philosophy responsive to the Taiwanese business context.				
3	培養創新之研發與規劃人才 Prepare students for being innovative and excellent managers.				
4	重視人格教育與培養服務及團隊精神 Emphasis on personality education to develop services and team 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	具備觀光、休閒、遊憩之理論的進階知識 To Have advanced knowledge on tourism、recreation and leisure.			●	

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	具備跨文化領導、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	具備國際視野與外語能力 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 Use of technology for information gathering, analysis and integration.	○
F	熟悉「深度遊憩體驗」之經營與規劃的觀光休憩知識 Develop "deep recreation experience" of tourism and recreation management and planning knowledge.	○
G	熟悉「關懷社群健康」之經營與規劃的觀光休憩知識 Develop "Caring for the Community Health" of tourism and recreation management and planning knowledge.	
H	熟悉「強調資源永續」之經營與規劃的觀光休憩知識 Develop "emphasis on sustainable resource" of tourism and recreation management and planning knowledge.	

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱 Course Outline

1. Fundamental Principles of Conceptualization: Explore the basic steps of conceptualization, analyze emerging issues and concept development in tourism and leisure, and examine new constructs in the field.
2. Scale Development and Measurement Process: Introduce the relationship between conceptualization and measurement, learn the steps of scale development, and discuss the design of scales for new constructs in tourism and leisure research.
3. Theoretical Development and Application: Investigate the theoretical development following scale construction and explore how new constructs and scales can be applied in tourism and leisure research to enhance academic and practical value.

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.)

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The instructor must have expertise in conceptualization and scale development research.
The course requires the use of SPSS and AMOS software.

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

Students should have a basic understanding of research methods and statistical analysis. It is recommended that students have taken "Tourism Research Methods" or a related course.

其他 Miscellaneous