



課 綱 Course Outline  
觀光暨休閒遊憩學系碩士班一般組

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		TRLS52130	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)
先修課程 Prerequisite					
課程目標 Course Objectives					
本課程旨在培養學生對觀光與休閒領域中新興概念的建構能力，並設計具有信效度的測量工具。課程將介紹概念建構的基本原則，引導學生從文獻回顧、理論架構建構到變數操作化的完整過程，幫助學生將抽象概念轉化為可測量的研究變數。					
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	培養創新之觀光休憩研發與規劃人才 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及團隊精神 To 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	具備多元邏輯思考、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	具備國際視野以及外語溝通的能力 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搜尋、分析與統整 To 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 To 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 To 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 To 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

一、概念化的基本原則：探討概念化的基本步驟，分析觀光與休閒領域的新興議題與概念發展，並探討該領域的新構念。  
二、量表發展與測量流程：介紹概念化與測量的關係，學習量表發展的步驟，並探討觀光與休閒研究中新構念的量表設計。  
三、理論發展與應用：研究量表建構後的理論發展，探討如何將新構念與量表應用於觀光與休閒研究中，以提升學術與實務價值。

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.)

授課教師須具備概念化與量表發展研究的專業知識。本課程需使用 SPSS 與 AMOS 軟體。

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

學生需具備基礎研究方法與統計分析能力，建議修過「觀光研究方法」或相關課程。

#### 其他 Miscellaneous