



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	觀光策略管理				
英文課程名稱 Course Name in English	Strategic Management in Tourism and Hospitality				
科目代碼 Course Code	TRLS30030	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	觀光學概論				
課程目標 Course Objectives					
This course is design as an introduction to strategic management in the hospitality and tourism industry. After successfully completing this course, students should be able to: ？ Apply key concepts and processes from the strategic management to tourism and hospitality contexts. ？ Critically analyse case studies to explain how strategic management can be used effectively for tourism and hospitality industry.					
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

Strategic Management in the Hospitality and Tourism Industry
Environmental Scanning
Vision, Mission and Objectives
Strategic Planning
Resources and Competencies
Business-Level Strategies
Corporate-Level Strategies
Network-Level Strategies
Culture and Strategy
Strategy Formulation and Implementation
Strategy Implementation and Change
Evaluation of Strategies

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.)

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

Teaching Methods:

Lecture
Group discussion
Field Trip
project

Assessment Methods:

General Performance
Midterm Exam
Final Exam
project

其他 Miscellaneous

