



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	觀光發展特論				
英文課程名稱 Course Name in English	Special Issues for Tourism Development				
科目代碼 Course Code	TRL51910	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

探討觀光對於地方的發展有利有弊，地方選擇「觀光」最為地方發展的機器時也將會面臨不同的發展課題；另外，不同的觀光發展模式牽動不同的議題。本課程主要目的在於研討重要的觀光發展課題進行研討，讓同學瞭解不同的觀光發展課題下，重要的論述觀點以及實務運用。

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.	●
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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、探討觀光發展課題綜論
- 二、探討觀光發展與休閒旅遊需求
- 三、探討觀光與社區發展課題
- 四、探討觀光與都市發展課題
- 五、探討觀光與自然資源管理課題
- 六、探討觀光與文化資源管理課題
- 七、探討觀光與產業發展課題
- 八、探討觀光與慶典活動課題

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.)

筆記型電腦/單槍投影機

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

課堂講授與個案習作

其他
Miscellaneous