



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	觀光遊憩資源管理		學年/學期 Academic Year/Semester	112/2
課程名稱(英文) Course Name in English	Tourism and Recreation Resource Management			
科目代碼 Course Code	TRLS20010	系級 Department & Year	學三	開課單位 Course-Offering Department
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/李介祿			
先修課程 Prerequisite				
課程描述 Course Description				
<p>一個風景區、公園、國家森林遊樂區或是國家公園的經營，涉及的事務相當龐雜與動態，但不外乎包含資源的規劃與經營，設施的設計、興建和維護，以及遊客管理和提供遊客服務。</p> <p>近年來由於國民消費能力提高，生活型態的改變，加上與休閒遊憩有關之科技的發展，使得國民參與各種戶外遊憩活動的需求日益增加。在當前遊憩利用之過度集中之下（特別是時段上與地點上），對於現在與潛在的遊憩資源的經營顯得更為重要；如何妥切的經營遊憩資源成為滿足國民遊憩之需要的先決條件。</p> <p>做為觀光、休閒、遊憩專業領域的學生，必須具備景區和大型公園的經營管理的綜合應用性知識。本課程即是針對此目標而設計之課程，它是結合休閒社會心理學、生態學與遊憩衝擊管理等專業知識而形成的一套經營體系知識，以滿足遊憩體驗品質的確保和資源使用的永續可能。</p> <p>本課程將採系統動態模式的概念為架構，探討遊憩資源的經營與管理，使得修習學生得以了解遊憩資源經營過程中有那些重要影響因子以及因子之間的因果關係。課程授課內容包含三大部份：遊憩資源基礎 (The Fundamentals of Recreation Resource Management)、觀光遊憩資源 (Tourism and Outdoor Resources)以及 經營管理 (Management, Education, and Participation)。</p>				
課程目標 Course Objectives				
<p>近年來由於國民消費能力提高，生活型態改變，加上與休閒遊憩有關之科技的發展，使國民參與各種戶外遊憩活動需求日益增加。在當前遊憩利用之過度集中之下(特別是時段上與地點上)，對於現在與潛在之遊憩資源的經營顯得更為重要；如何妥切的經營遊憩資源及滿足國民旅遊與遊憩之需要的先決條件。</p> <p>本課程將採系統動態概念模式的概念為架構，探討觀光遊憩資源的經營與管理，使得修習的學生得以了解觀光遊憩資源經營過程中有哪些重要影響因子及因子之間的因果關係。</p>				
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

授課進度表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	Course introduction	
2	2/28 和平紀念日(放假)	
3	Social aspects of recreation resource management	
4	Social aspects of recreation resource management (Continued)	
5	Recreation resource management framework	
6	Recreation resource management framework (Continued)	
7	Taiwan tourism and recreation resources	
8	Other tourism and recreation resources (e.g., examples from the US)	
9	Mid-term exam 期中考試週	
10	Management policies in outdoor recreation management	
11	Field trip	
12	Management procedures in outdoor recreation management	
13	Outdoor recreation activities/The environment/education in the outdoors	
14	Ecotourism	
15	Invited speaker	
16	Concession management (委外服務之經營，促參)	
17	Final presentation 期末考試週	
18	Course supplement (individual appointment)	

教學策略 Teaching Strategies

- 課堂講授 Lecture 分組討論 Group Discussion 參觀實習 Field Trip
 其他 Miscellaneous:

教學創新自評 Teaching Self-Evaluation

創新教學 (Innovative Teaching)

- 問題導向學習 (PBL) 團體合作學習 (TBL) 解決導向學習 (SBL)
 翻轉教室 Flipped Classroom 磨課師 Moocs

社會責任 (Social Responsibility)

- 在地實踐 Community Practice 產學合作 Industry-Academia Cooperation

跨域合作 (Transdisciplinary Projects)

- 跨界教學 Transdisciplinary Teaching 跨院系教學 Inter-collegiate Teaching
 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	40%	✓	✓	✓	✓				
期中考成績 Midterm Exam	30%	✓							
期末考成績 Final Exam	30%	✓	✓	✓	✓				
作業成績 Homework and/or Assignments									
其他 Miscellaneous (_____)									

評量方式補充說明

Grading & Assessments Supplemental instructions

Additional quizzes and/or assignments will be given during the semester at the discretion of the instructor.

教科書與參考書目 (書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

The course materials for each class will be announced in e-Learning (e學苑) for your preview and review. Below textbooks are suggested for your references.

1. Robert Manning (2022). Studies in Outdoor Recreation: Search and Research for Satisfaction (4th ed.). OR: Corvallis: Oregon State University Press. [2011, 3rd ed. ebook available at ndhu library]
2. Kathleen Cordes and Garrett Hutson (2015). Outdoor Recreation: Enrichment for a Lifetime (4th ed). Sagamore Publishing Inc. [ISBN/ISSN:978-1-57167-777-8][available and reserved at ndhu library]
3. Alan Jubenville and Ben Twilight (1993). Outdoor Recreation Management : Theory and Application (3rd ed). Venture Publishing Inc. [available and reserved at ndhu library]
4. Simon Bell (2008). Design for Outdoor Recreation (2nd ed.). Taylor & Francis Inc. [ebook available]
5. Ken Cordell (1999). Outdoor Recreation in American Life: A National Assessment of Demand and Supply Trends. Sagamore Publishing Inc. [available at ndhu library]
6. 徐貴新、趙曼白、王宗彥、劉泳倫、蕭慧媛、林怡先、洪久惠、謝永茂 (2016) 觀光資源概論。華格那企業有限公司。
7. 吳偉德、林水松 (2019) 觀光資源實務與理論。新文京出版社。
8. 吳崇旗、王偉琴 (2014) 戶外遊憩管理。華都文化事業有限公司。[ebook available at ndhu library]

課程教材網址(含線上教學資訊, 教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information.

Personal website can be listed here.)

<http://sys.ndhu.edu.tw/RD/TeacherTreasury/tlist.aspx?tcher=12690>

1. Course content and order of presentations may be deviated from those topics as outlined in the syllabus.
2. An invited speaker, a field trip or a quiz will be arranged in due course.
3. All announcements will be noticed via e-Learning website. Students are required to check e-Learning often during the class semester.

其他補充說明 (Supplemental instructions)

國際商管認證說明:學院使命、教育目標、學習指標

在AACSB國際商管認證的諸多環節中，學習成效確保 (Assurance of Learning, AOL)可謂其重中之重的一部分。AOL可概述為設計或 檢討出一套有效的學習成效評價體系，透過全院師生的共同努力，試圖將學生的教育成效提升至與學院的教育使命 (Mission) 和各 學制與系所的教學目標 (Learning Goals) 和目的 (Learning Objectives) 一致。其中，學院的教育使命與各學制與系所的教學目標 和目的環環相扣、景密連結，並以精心選出的種子課程評測同學的學習成效是否達到所對應的目標與目的。

以下為國立東華大學之學院使命以及本課程所對應之學習目標與目的

AACSB information: College Mission, Learning Goals, and Learning Objectives College Mission The College of Management(COM) emphasizes internationalization, education, and localization, which shapes its mission to cultivate outstanding management and academic talents who are aware of the impact of globalization and ethical issues and can integrate a diversity of knowledge and possess the analytical decision-making and execution abilities to build a brighter future. Students can achieve the five earning goals derived from the school mission, including LG1-integration of a diversity of business and management knowledge, LG2-analytical decision-making ability, LG3-execution, LG4-global vision, and LG5-ethics.

This course covers essential topics of statistical techniques in management aiming to help undergraduate students achieve LG5-ethics which is measured by the LO 5.1-Understand professional ethics and be able to identify unethical behaviors, and LO 5.2-Understand corporate social responsibility and sustainable development.

Measurement: The evaluation of learning effectiveness of the course includes three parts, general performance (40%), midterm exam (30%) and final exam (30%).

The following rubrics will be used to evaluate the students for the intended learning objectives of AOL.

LO 5.1-Understand professional ethics and be able to identify unethical behaviors

Needs Improvement: Fail to identify ethical dilemma faced in making managerial decisions and unethical business behaviors. Provide little discussion of viewpoints of the stakeholders.

Satisfactory: Identifies ethical dilemma faced in making managerial decisions and unethical business behaviors. Addresses some viewpoints of the stakeholders.

Exemplary: Clearly identifies and discusses ethical dilemma faced in making managerial decisions and unethical business behaviors. Reflects various viewpoints of the stakeholders.

LO 5.2-Understand corporate social responsibility and sustainable development

Needs Improvement: Show little perception of the concepts of corporate social responsibility and sustainable development.

Satisfactory: Show little perception of the concepts of corporate social responsibility and sustainable development.

Exemplary: Show excellent perception of the concepts of corporate social responsibility and sustainable development and well interpret the related practices.