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## ②國玄東華大學

# 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	文化觀光特論				學年/學期 Academic Year/Se	113/1		
課程名稱(英文) Course Name in English	Seminar on Cultural Tourism							
科目代碼 Course Code	TRLS51920	系級 Department 碩士 ( & Year		開課單位 Course-Offering Department	觀光暨休閒遊憩學系			
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)			3.0/3.0			
授課教師 Instructor	/李易儒							
先修課程 Prerequisite								

#### 課程描述 Course Description

Cultural tourism is a form of special interest tourism where tourists are motivated to learn about and experience tangible or intangible cultural assets and commodities. These attractions involve unique elements of local society, including art, architecture, history, cultural heritage, literature, music, creative industries, cooking, religious beliefs, and lifestyle of residents. Taiwan has included the promotion of cultural tourism in Article 18 of the Basic Culture Law promulgated in 2019. This article emphasizes the need to formulate cultural tourism development policies, utilize Taiwan's rich cultural connotations, promote cultural tourism, and cultivate crossdomain related talents to create a sustainable environment for cultural tourism. From a cultural studies perspective, this course explores the types of cultural tourists, discusses the development of cultural tourism, and examines the characteristics of cultural resources from the perspectives of geography and geopolitics. Additionally, it delves into the development, interpretation, and reproduction of cultural tourism, explores the relationship between culture, art, and festivals, and examines the phenomenon of creative tourism development and urban regeneration. The course aims to help students understand contemporary cultural tourism research trends and use diverse perspectives and contexts to grasp the development trends of cultural tourism.

This course includes a one-week overseas visit involving case analysis, university visits, and experiences in the cultural tourism and hospitality industries. This allows students to gain firsthand knowledge and insight about cultural tourism.

#### 課程目標 Course Objectives

探討重要的文化資源與觀光發展之間的課題進行深入探討,讓同學瞭解不同的文化資源與觀光發展課題下,重要的論述觀點以及實務運用。

	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.	•
В	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.	•
С	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.	0
Е	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.	0
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	•
Н	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

## 授課進度表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks				
1	Course Introduction					
2	Mid-Autumn Festival					
3	Field Trip and Case Study: Heritage Tourism	Kyoto, Nara, Osaka				
4	A Framework of Cultural Tourism Studies					
5	A Framework of Cultural Tourism Studies					
6	Field Trip and Case Study: UNESCO Sites & Cultural Tourism	Kyoto, Nara, Osaka				
7	Field Trip and Case Study: Reused Heritage Sites	Kyoto, Nara, Osaka				
8	Field Trip and Case Study: Religious Tourism	Kyoto, Nara, Osaka				
9	Field Trip and Case Study: Creative Tourism	Kyoto, Nara, Osaka				
10	Field Trip and Case Study: Art & Cultural Tourism	Kyoto, Nara, Osaka				
11	Pre-Departure Briefing					
12	Field Trip and Case Study: Cuisine Tourism	Kyoto, Nara, Osaka				
13	Field Trip and Case Study: Experiential Cultural Tourism	Kyoto, Nara, Osaka				
14	Field Trip and Case Study: Cuisine Tourism	Kyoto, Nara, Osaka				
15	Field Trip and Case Study: Cultural Tourism & Urban Regeneration	Kyoto, Nara, Osaka				
16	Field Trip and Case Study: Sustainable Management of Cultural Tourism	Kyoto, Nara, Osaka				
17	Field Trip Sharing Presentation					
18	Supplementary Teaching					

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
社會責任(Social Responsibility)
□ 在地實踐Community Practice □ 產學合作 Industy-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	配分比例	多元評量方式 Assessments							
Items	Percentage	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	20%								Participation and Discussion
期中考成績 Midterm Exam	40%			<b>~</b>	<b>~</b>				Presentation 20%, Reflection Reports 20%
期末考成績 Final Exam	20%			~	~				
作業成績 Homework and/or Assignments	20%		~		~				
其他 Miscellaneous									

評量方式補充說明

Grading & Assessments Supplemental instructions

## 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.)

Smith, M. K. (2009). Issues in cultural tourism studies. London: Routledge.

### 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.)

其他補充說明(Supplemental instructions)