



## 教學計劃表 Syllabus

|   |   |                             |                                 |   |
|---|---|-----------------------------|---------------------------------|---|
| 課程名稱(中文)<br>Course Name in Chinese  | 觀光休憩調查方法  |                             | 學年/學期<br>Academic Year/Semester | 113/1   |
| 課程名稱(英文)<br>Course Name in English  | Research Method   |                             |                                 |   |
| 科目代碼<br>Course Code   | TRLS30040   | 系級<br>Department & Year     | 學三                              | 開課單位<br>Course-Offering Department  |
| 修別<br>Type  | 學程 Program  | 學分數/時間<br>Credit(s)/Hour(s) | 3.0/3.0                         |   |
| 授課教師<br>Instructor  | /李介祿  |                             |                                 |   |
| 先修課程<br>Prerequisite  |   |                             |                                 |   |
| 課程描述 Course Description   |   |                             |                                 |   |
| <p>本課程為研究方法初學的學生所設計。課程採步驟化取向，提供同學研究計畫架構之建立與實際操作的基礎。研究方法是一種客觀尋找答案的方式來解決問題。本課程聚焦於研究技能的發展，強調研究設計、對於概念與理論的闡釋、量測效度及信度的檢測與討論以及解決問題的能力。本課程並提供量化及質化研究的實際案例，以期學生能達成研究方法學習上理論與實務應用之連結與平衡。本課程另將介紹國內外觀光及休閒遊憩相關之研討會以供同學參考。</p> |   |                             |                                 |   |
| 課程目標 Course Objectives  |   |                             |                                 |   |
| <p>本課程將提供學生完成其研究論文所需的基本研究方法知識與技能。這些技巧包括(1)研究問題之建構(2)研究設計(3)資料搜集與分析的方法(4)研究結果的展現與報告的撰寫。此外，本課程內容除了傳授與研究方法有關的知識外，還特別著重於實例的操練，包括研究問題釐清、撰寫研究假設、研究目的與設計的整合</p>  |   |                             |                                 |   |
| 系專業能力<br>Basic Learning Outcomes  |   |                             |                                 | 課程目標與系專業能力相關性<br>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   | domestic and international conference research presentation   |                             |                                 |   |
| 3   | 研究的類型   |                             |                                 |   |
| 4   | typhoon, class canceled   |                             |                                 |   |

|    |  |  |
|----|--|--|
| 5  | 形成研究問題: A way of thinking<br>研究參與者在倫理上的考量  |  |
| 6  | 文獻檢閱、確認變項<br>研究設計 & 資料蒐集的方法  |  |
| 7  | 抽樣的概念  |  |
| 8  | 案例實務操作，效度及信度評估方法   |  |
| 9  | Midterm presentation (期中考試週)   |  |
| 10 | 全校運動會(停課一天)  |  |
| 11 | 14:10, 11/20 (三), invited speaker: 輔仁大學 蘇哲仁學術特聘教授,<br>Service Business SSCI 期刊副主編 演講<br>Topic: 觀光休閒研究之跨文化課題與活動 |  |
| 12 | 資料分析   |  |
| 13 | 資料分析 (Cont.)以及資料呈現與撰寫研究報告  |  |
| 14 | case studies in park, recreation and tourism   |  |
| 15 | final presentation   |  |
| 16 | final presentation   |  |
| 17 | 元旦 no class (期末考試週)  |  |
| 18 | Q&A/research method 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:

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學期成績計算及多元評量方式 Grading & Assessments

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

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.

Please prepare one textbook for this course. Below books are for your reference.

1. 研究方法：入門與實務(2版)，2016年，Research Methodology: A Step-by-Step Guide for Beginners. 4/d, 作者：Ranjit Kumar, Sage Publishing, 謝雨生審閱，譯者：黃國光，出版社：雙葉書廊
2. 研究方法：解決問題導向，2017年，作者：陳澤義，出版社：普林斯頓公司
3. 研究方法易上手：2020年，作者：陳信助，出版社：學富文化
4. 社會科學研究方法 (13版)，2014年，The Pracrice of Social Resaerch. 13/d, 作者：Earl Babbie, 林秀雲譯，出版社：雙葉書廊
5. Survey Research and Analysis, 2nd ed. 2019, 作者：Jerry Vaske, Sagamore-Venture Publishing
6. Research Methods: How to Conduct Research in Recreation, Parks, Sport and Tourism. 2015, 3/d, 作者：Carol Cutler Riddick & Ruth V. Russell, Sagamore Publishing

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>

TA: 王昊芮 <41103A004@gms.ndhu.edu.tw>

All announcements will be noticed from e-Learning website at <https://elearn4.ndhu.edu.tw/moodle/>. Students are required to check e-Leaning frequently during the class semester.

其他補充說明 (Supplemental instructions)

Course content and presentation order may deviate from those topics as outlined in the syllabus. Please check e學苑 announcement if any change.