



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/Semester	113/1
課程名稱(英文) Course Name in English	Seminar on Cultural Tourism			
科目代碼 Course Code	BM_71020	系級 Department & Year	博士	開課單位 Course-Offering Department
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				
<p>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 cross-domain 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.</p> <p>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.</p>				
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	具備具有「深度遊憩體驗」經營與規劃的觀光休憩專業智能。Develop "deep recreation experience" of tourism and recreation management and planning knowledge.			●
B	具備具有「關懷社群健康」經營與規劃的觀光休憩專業智能。Develop "Caring for the Community Health" of tourism and recreation management and planning knowledge.			●
C	具備具有「強調資源永續」經營與規劃的觀光休憩專業智能。Develop "emphasis on sustainable resource" of tourism and recreation management and planning knowledge			●
D	具備多元邏輯思考、問題分析與解決之能力。Students will be able to identify, analyze and solve business problems with logical thinking			●
E	具備解析在地課題、掌握國際趨勢之專業素養。Having global perspectives on key issues in academia, research, industry, and government.			○
F	具備專業研究與教學能力Students will be able to conduct professional research and teaching.			○

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 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	20%								Participation and Discussion
期中考成績 Midterm Exam	40%			✓	✓				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)