

國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	生態旅遊特論			學年/學期 Academic Year/Semester	113/2
課程名稱(英文) Course Name in English	Special topics on Ecotourism				
科目代碼 Course Code	BM__70010	系級 Department & Year	博士	開課單位 Course-Offering Department	企業管理學系
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)		3.0/3.0	
授課教師 Instructor	/李介祿				
先修課程 Prerequisite					
課程描述 Course Description					
This course intends to cover different aspects of ecotourism as described in the teaching schedule and content. Additionally, students will have an opportunity to frame a specific project similar to their thesis/dissertation that is relevant to ecotourism.					
課程目標 Course Objectives					
生態環境保育與觀光休閒發展可以共存嗎? To balance economic viability with socio-cultural and environmental responsibility is an ongoing discussion issue. One of the solutions to this issue may be developing ecotourism. 聯合國將2002年定為國際生態旅遊年 and 2011 is the International Year of Forests，鑑於生態資源保育以及休閒遊憩之重要性與日俱增，本課程教學目標為介紹同學對生態旅遊之相關理論與實務，重視實務操作的探討，佐以國內外實例說明，以期同學具有生態旅遊之專業知識與技能並具有提升生態旅遊產業服務水準之能力。					
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	生態旅遊課程介紹				
2	導論：從環境與觀光關係到生態旅遊發展				
3	觀光與環境				

4	觀光與環境 (Cont.)	
5	生態旅遊之概念、定義和相關議題	
6	生態遊客:在自然與環境中消費的人	
7	生態旅遊產業	
8	生態旅遊之衝擊	
9	期中考試週 Midterm Exam Presentation/report	
10	生態旅遊之規劃與發展	
11	管理生態旅遊:從原則到執行	
12	生態旅遊之規劃與管理	
13	生態旅遊之行銷	
14	生態旅遊之行銷 (Cont.)	
15	生態旅遊之未來議題與展望 and research	
16	final review, 生態旅遊影片欣賞與paper討論	
17	Presentation/report	
18	Class materials supplement	

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(含出席) General Performance (Attendance Record)	30%	✓		✓					
期中考成績 Midterm Exam	30%		✓	✓	✓				
期末考成績 Final Exam	40%		✓	✓	✓				
作業成績 Homework and/or Assignments									
其他 Miscellaneous (_____)									
評量方式補充說明 Grading & Assessments Supplemental instructions 平時考核及戶外教學(30%)、期中考(30%)、期末考(40%)。									
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.)									
1. 生態旅遊, 郭乃文等譯 (Ecotourism, Stephen J. Page and Ross K. Dowling 原著) 五南圖書出版公司. 2016. [Main textbook, available at ndhu library] 2. Robert Manning (2022). Studies in Outdoor Recreation: Search and Research for Satisfaction (3rd ed.). OR: Corvallis: Oregon State University Press. [ebook available at ndhu library] 3. Robert Manning & Elizabeth Perry (2024). Conversations About Visiting and Managing the National Parks. CABI Publishing. [ebook to be available at ndhu library] 4. Robert Manning (2009). Parks and People: Managing Outdoor Recreation at Acadia National Park. University of Vermont Press. 5. Robert Manning & Laura Anderson (2012). Managing Outdoor Recreation: Case Studies in the National Parks, CABI Publishing. 6. Karen Paisley & Daniel Dustin (2011). Speaking Up and Speaking Out—Working for Social and Environmental Justice through Parks, Recreation, and Leisure. Sagamore Publishing. 7. Susan Clayton & Gene Myers (2015). Conservation Psychology: Understanding and Promoting Human Care for Nature, 2nd edition, Wiley-Blackwell publishing. [ISBN-13: 978-1118874608] 8. Readings, e.g., papers from Journal of Ecotourism, Journal of Outdoor Recreation and Tourism, Journal of Sustainable Tourism, Leisure Sciences, Journal of Leisure Research, Journal of Park and Recreation Administration, Tourism Recreation Research, will be provided for class discussion.									
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.) Students are strongly encouraged to attend the first class to learn the class policy. https://sys.ndhu.edu.tw/RD/TeacherTreasury/tlist.aspx?tcher=12690									
其他補充說明 (Supplemental instructions) The lecture topic may be deviated from the course outline. Students are expected to check e-Learning announcement for the change.									