## ②國玄東華大學

## 教學計劃表 Syllabus

		• - •	1 - 1 - 3							
	程名稱(中文) Name in Chinese AA			學年/學期 Academic Year/Sem	ester	114/1				
	名稱(英文) me in English	Marketing for Tourism and Recreation								
	·目代碼 rse Code	TRLS2009AA	系級 Department & Year		開課單位 Course-Offering Department					
	修別 Type	Program	Program 學分數/時間 3.0/3.0 3.0/3.0							
	課教師 tructor	/								
	修課程 equisite									
			程描述 Course Desc asic principles and							
tourismindustry. It covers essential marketing concepts, strategic planning, and how these ideas are applied in real-world travel and hospitality settings. Through interactive lectures, case discussions, and group projects, students will learn to think critically about marketing challenges and opportunities in tourism  The course also explores current trends such as digital marketing and the growing impact of emerging technologies like generative AL. By the end of the course, students will gain a solid foundation in										
			evant to both local							
課程目標 Course Objectives										
課程目標與系專業能 力相關性 Separation between Course Objectives Basic Learning Outcomes  Basic Learning Outcomes										
A leisur	e industries.	To Have a	a basic knowledge on t	touris	sm recreation and					
B sol ve	busi ness problems		ents will be able to i ninking.	denti	fy, analyze and					
C l eader	Students will be able to demonstrate effective									
Students will be able to communicate in foreign languages and have an awareness of the global and cultural diversity issues.										
To Use of technology for information gathering, analysis and integration.										
F 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		內穴	Subject/Topics				備註Remarks			

1 Course Orientation TIMS Marketing Contribution TIMS Marketing Contribution Exam  2 Understanding Marketing in Tourism  3 The Marketing Environment and Strategy Group Forming  4 Customer Enformation and Marketing Research Project topic submission  5 Travel Consumer and Organizational Buyer Behavior  6 Market Segmentation and Positioning  7 Product Management ( ) -  8 Branding and Marketing Communication Department of		-	
The Marketing Environment and Strategy  4 Customer Information and Marketing Research  5 Travel Consumer and Organizational Buyer Behavior  6 Market Segmentation and Positioning  7 Product Management  ( ) -  8 Branding and Marketing Communication  9 Midterm Exam  10 MDHU Sports Day(no classes)  11 Advertising and Promotion  12 Pricing and Customer Value  13 Distribution Channels in Tourism  14 Experiential Marketing, Physical Environment, and People  15 Final Exam  16 Group Presentation  17 Presentation  18 Product Management  ( ) -  19 Midterm Exam  ( ) -  10 MDHU Sports Day(no classes)  11 Advertising and Promotion  12 Pricing and Customer Value  13 Distribution Channels in Tourism  14 Experiential Marketing, Physical Environment, and People  16 Please submit a hard copy of the group written report before class begins, and upload a digital version to the elearning platform)	1	Course Orientation	
4 Oustoner Information and Marketing Research  5 Travel Consumer and Organizational Buyer Behavior  6 Market Segmentation and Positioning  7 Product Management  ( ) -  8 Branding and Marketing Communication  9 Midterm Exam  10 NDHU Sports Day(no classes)  11 Advertising and Peronation  12 Pricing and Oustoner Value  13 Distribution Channels in Tourism  14 Experiential Marketing. Physical Environment, and People  16 Group Presentation  17 Presentation  18 Product Management  ( ) -  19 Final Exam  10 Product Management  ( ) -  ( ) Midterm reflection paper due by 5 PM ( Hease submit a hard a dopy and a upload a digital version to the elevating platform)  19 Final Exam  10 Passe submit a hard copy of the group written report before class begins, and upload a digital version to the elevating platform)	2	Understanding Marketing in Tourism	
5 Travel Consumer and Organizational Buyer Behavior 6 Market Segmentation and Positioning 7 Product Management ( ) -  8 Branding and Marketing Communication  9 Midterm Exam 10 MDHU Sports Day(no classes) 11 Advertising and Promotion 12 Pricing and Oustomer Value 13 Distribution Channels in Tourism 14 Experiential Marketing. Physical Environment, and People 15 Final Exam 16 Group Presentation  17 Group Presentation 18 Submission  18 Sibmission  19 Midterm reflection paper due by 5 PM (Please submit a hard copy and upload a digital version to the elearning platform)  19 In a reflection before exam (Please submit a hard copy of the group written report before class begins, and upload a digital version to the elearning platform)	3	The Marketing Environment and Strategy	Group forming
6 Market Segmentation and Positioning 7 Product Management ( ) .  8 Branding and Marketing Communication (Pianus Super Benavior (Pianus Submit a hard copy and upload a digital version to the Learning platform) 9 Midterm Exam (Picase Submit a hard copy and upload a digital version to the Defence of Submit and Promotion (Picase Submit and Promotion (Pinal Exam () ) (Pinal Exam ()	4	Customer Information and Marketing Research	
Product Management  Product Management  Branding and Marketing Communication  Branding and Marketing Communication  Branding and Marketing Communication  Mid-term reflection paper due by 5 PM (Please submit a hard copy and upload a digital version to the e-Learning platform)  Midterm Exam  No Class  Mo class  Advertising and Promotion  Pricing and Customer Value  Distribution Channels in Tourism  Experiential Marketing. Physical Environment, and People  ( ) Final reflection before exam (Please submit a hard copy and upload a digital version to the e-Learning platform)  Please submit a hard copy of the group wilten report before class begins, and upload a digital version to the e-Learning platform	5	Travel Consumer and Organizational Buyer Behavior	
Branding and Marketing Communication  Mid-term reflection paper due by 5 PM (Please submit a hard copy and upload a digital version to the e-Learning platform)  Mid-term reflection paper due by 5 PM (Please submit a hard copy and upload a digital version to the e-Learning platform)  Mid-term reflection paper due by 5 PM (Please submit a hard copy and upload a digital version to the e-Learning platform)  Final Exam  Group Presentation  Group Presentation  Group Presentation	6	Market Segmentation and Positioning	
8 Branding and Marketing Communication  ( ) Mid-term reflection paper due by 5 PM (Please submit a hard copy and upload a digital version to the e-Learning platform)  9 Midterm Exam  10 NDHU Sports Day(no classes)  11 Advertising and Promotion  12 Pricing and Custoner Value  13 Distribution Channels in Tourism  14 Experiential Marketing, Physical Environment, and People  ( ) Final reflection before exam (Please submit a hard copy and upload a digital version to the e-Learning platform)  16 Group Presentation  ( ) Please submit a hard copy of the group written report before class begins, and upload a digital version to the e-Learning platform	7	Product Management ( ) -	
Modern Exam  10 NDHU Sports Day(no classes)  11 Advertising and Promotion  12 Pricing and Customer Value  13 Distribution Channels in Tourism  14 Experiential Marketing, Physical Environment, and People  15 Final Exam  (	8	Branding and Marketing Communication	( ) Mid-term reflection paper due by 5 PM (Please submit a hard copy and upload a digital version to the
11 Advertising and Promotion  12 Pricing and Customer Value  13 Distribution Channels in Tourism  14 Experiential Marketing, Physical Environment, and People  15 Final Exam  ( ) Final reflection before exam (Please submit a hard copy and upload a digital version to the e-Learning platform)  Please submit a hard copy of the group written report before class begins, and upload a digital version to the e-Learning platform	9	Midterm Exam	
Advertising and Promotion  12 Pricing and Customer Value  13 Distribution Channels in Tourism  14 Experiential Marketing, Physical Environment, and People  ( ) Final reflection before exam (Please submit a hard copy and upload a digital version to the e-Learning platform)  Please submit a hard copy of the group written report before class begins, and upload a digital version to the e-Learning platform	10	( ) NDHU Sports Day(no classes)	No class
Distribution Channels in Tourism  Experiential Marketing, Physical Environment, and People  ( ) Final reflection before exam (Please submit a hard copy and upload a digital version to the e- Learning platform)  Please submit a hard copy of the group written report before class begins, and upload a digital version to the e- Learning platform	11	Advertising and Promotion	
14 Experiential Marketing, Physical Environment, and People  ( ) Final reflection before exam (Please submit a hard copy and upload a digital version to the e-Learning platform)  Please submit a hard copy of the group written report before class begins, and upload a digital version to the e-Learning platform	12	Pricing and Customer Value	
Final Exam  Final Feople	13	Distribution Channels in Tourism	
Final Exam  Please submit a hard copy and upload a digital version to the e-Learning platform)  Please submit a hard copy of the group written report before class begins, and upload a digital version to the e-Learning platform	14	Experiential Marketing, Physical Environment, and People	
Copy of the group written report before class begins, and upload a digital version to the e-Learning platform	15	Fi nal Exam	before exam (Please submit a hard copy and upload a digital version to the e-
Del or e-cl ass.	16	Group Presentation	copy of the group written report before class begins, and upload a digital version to the e-
17 Group Presentation	17	Group Presentation	

18	Student consultation hours				Please schedule an appointment if you need any help.
	教 學	策 略	Teaching Strat	egies	
<b>&gt;</b>	Lecture	G	Proup Discussion		Field Trip
	Miscel I aneous:				
	教學創業	斤自 評	Teaching Self-Ev	valuation	
	(Innovati ve Teaching)				
<b>✓</b>	(PBL)		(TBL)	<b>✓</b>	(SBL)
	Flipped Classroom		Mocs		
	(Social Responsibility)				
<b>✓</b>	Community Practice		Industy-A	.cademia C	ooperati on
	(Transdi sci pl i nary Proj ects)				
	Transdi sci pl i nary Teachi ng		Inter-co	llegiate	Teachi ng
	Courses Co-taught with Indus	try Prad	ctitioners		
ot	her:				

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
( ) General Performance (Attendance Record)	10%		<b>~</b>							
M≀dterm Exam	30%	~							2	40%
Fi nal Exam	25%	~							1	30%
Homevørk and/or Assi gnments	35%			~	~					
Miscel I aneous				P 6 10 m						

評量方式補充說明

Grading & Assessments Supplemental instructions

10% 15% / 59

## 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.)

( ) (2023)

Marketing for Hospitality and Tourism (2021), Philip Kotler, John T. Bowen, and Seyhmus Baloglu, Pearson Education

: (2020)

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 instruction	ns)	
AACSB			(Assurance of Learning,	AOL)	AOL
	(Mssi on)		(Learning Goals)	(Learning Objectives)	

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 LGI-integration of a diversity of business and management knowledge, LG2-analytical decision-making ability, LG3-execution, LG4-global vision, and LG5-ethics.

The following rubrics will be used to evaluate the students by the guest lecture reflective report and the individual paper commentary report/mid-term exam for the intended learning objectives of AOL.

LO 4.1- Understand the impact of globalization on the markets

- Needs Improvement: Little evidence in understanding the impacts of globalization on relevant markets.
- Satisfactory: Notice and address some of the impacts of globalization on relevant markets.
- Exemplary: Show integrated understanding and well address the relevant impacts of globalization on relevant markets.

LO 4.2- Equipped with the sensitivity of cross-cultural management

- Needs Improvement: Provide no or little analysis of cultural impact of multinational management issues.
- Satisfactory: Provide clear analysis of cultural impact of multinational management issues.
- Exemplary: Provide accurate and detailed analysis of cultural impact of multinational management issues.