

國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	國家公園管理專論			學年/學期 Academic Year/Semester	114/1
課程名稱(英文) Course Name in English	Special Topics on National Park Management				
科目代碼 Course Code	BM__85430	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					
Protected areas worldwide increasingly serve as popular visitor attractions and play an important role in international tourism industry. Visitor use of protected areas may significantly contribute to sustainable local community development. However, overuse of protected areas by visitors may result in negative impacts. National park management and related issues such as perceptions of crowding and service quality, therefore plays a vital role in protected area management. This course intends to prepare students with ability for protected area tourism and recreation management. The main purpose of this course is threefold including, firstly, introducing the world protected areas, World Heritage Site and Taiwan national parks; secondly, examining various concepts and strategies in national park management; thirdly, consolidating and discussing the themes and information obtained from relevant conferences, textbooks, and readings through critical thinking and practical applications. This course also addresses the issue of customer services and well-being for culturally diverse tourism and recreation visitors to national parks.					
課程目標 Course Objectives					
1. 增進瞭解國家公園管理的內涵與精神 2. 關注永續和保育議題與觀光遊憩的連結 3. 發現國家公園發展與管理的限制、盲點與困境 4. 建構評估國家公園管理的視野與能力 5. 國家公園實地觀察與體驗					
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	World protected areas	
3	Taiwan national park	
4	National park use and users	
5	Administration system for national park	
6	Perceptions of crowding, recreation carrying capacity and related issues	
7	Perceptions of crowding, recreation carrying capacity and related issues (cont.) visitor motivation, constraint, past experience and behavioral intention	
8	Visitor motivation, constraint, past experience and behavioral intention (cont.)	
9	期中考試週 Individual presentation/report	
10	Perceptions of service quality	
11	Cross-cultural customer services	
12	Cross-cultural customer services (cont.)	
13	International tourism in national parks	
14	Direct methods versus indirect methods on visitor behaviour/management	
15	Human health and well-being in national parks	
16	Trend and future agenda in national park recreation and tourism management	
17	期末考試週 Individual presentation/report	
18	Course 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:

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									
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.)									
Journal articles will be assigned every week before class as the main readings [Reference textbook] Manning, R. E. & Perry, E. (2024). Conversations About Visiting and Managing the National Parks. CABI Publishing. [ebook to be available at ndhu library] Manning, R.E.(2009). Parks & People. University of Vermont Press. [ISBN-13: 978-1584657910][E-book available at main library] Manning, R.E.(2022). Studies in Outdoor Recreation: Search and Research for Satisfaction (4th Ed.). Oregon State University Press. OR: Corvallis. [ISBN 0870714635][E-book available at main library] Manning, R.E., Diamant, R., Mitchell, N, & Harmon, D. (2016). A Thinking Person's Guide To America's National Parks. George Braziller Inc. [ISBN: 0807600199] Reisinger, Y. & Turner, L. (2003). Cross-Cultural Behaviour in Tourism: Concepts and Analysis. Butterworth-Heinemann Publication. MA: Burlington. [ISBN 0750656689][E-book available at main library]. Reisinger, Y. (2009). International Tourism: Culture and Behaviour. Butterworth-Heinemann Publication. MA: Burlington. [ISBN 9780750678971][E-book available at main library]									
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.) The lecture material will be uploaded on the e-Learning each week before the class.									
教師個人網址: https://sys.ndhu.edu.tw/RD/TeacherTreasury/tlist.aspx?tcher=12690									
其他補充說明 (Supplemental instructions)									
1. Course content and order of presentations may deviate from those topics as outlined in the syllabus. 2. A guest speaker and a national park field trip may be arranged in due course.									