# ②國玄東華大學

# 教學計劃表 Syllabus

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課程名稱(中文) Course Name in Chinese					學年/學期 Academic Year/Se	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			開課單位 Course-Offering Department				
修別 Type	El ecti ve	學分數/時間 Credit(s)/Hour(s)			3.0/3.0				
授課教師 Instructor	/								
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.

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	系專業能力 Basic Learning Outcomes	力相關性 Correlation between Course Objectives and Dept.'s Education Objectives
А	Develop "deep recreation experience" of tourism and recreation management and planning knowledge.	
В	Develop "Caring for the Community Health" of tourism and recreation management and planning knowledge.	
С	Develop "emphasis on sustainable resource" of tourism and recreation management and planning knowledge	
D	Students will be able to identify, analyze and solve business problems with logical thinking	
Е	Having global perspectives on key issues in academia, research, industry, and government.	
F	Students will be able to conduct professional research and teaching.	
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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	Tai wan 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	Individual presentation/report					
10	Perceptions of service quality					
11	Cross-cultural customer services					
12	Cross-cultural customer services (cont.)					
13	International tourismin 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	Individual presentation/report					
18	Course supplement (Individual appointment)					

教學策略 Teaching Strategies								
<b>✓</b>	Lecture	•]	Group Discussion	<b>✓</b>	Field Trip			
	Miscel I aneous:							
	教 學 創	小新 自	評 Teaching Self-Ev	aluation	1			
	(Innovati ve Teaching)							
	(PBL)		(TBL)		(SBL)			
	Flipped Classroom		Mocs					
	(Social Responsibility)							
	Community Practice		I ndusty-Ad	cademi a	Cooperati on			
	(Transdi sci pl i nary Proj ects)							
	Transdi sci pl i nary Teachi ng		I nter-col	l I egi ate	Teachi ng			
	Courses Co-taught with In	dustry	Practi ti oners					
	other:							

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)	30%	>	<b>~</b>	>	<b>~</b>				
M≀dterm Exam	30%		~	<b>~</b>	<b>~</b>				
Fi nal Exam	40%		~	>	<b>~</b>				
Homevørk and/or Assi gnments									
Miscel I aneous									

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.

: 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.