②國玄東華大學

教學計劃表 Syllabus

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 in Conceptualization and Scale Development in Tourism and Leisure Studies						
科目代碼 Course Code	TRLSM0210	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

Conceptualization and scale development is a method designed to explore emerging phenomena and provide an objective measurement approach. In recent years, there has been a growing body of research in the field of tourism and leisure, reflecting an increasing focus among scholars on constructs and theories inherent to the discipline rather than merely applying theories from other fields. Therefore, this course will begin with the fundamental principles of conceptualization, exploring emerging issues and concept development in tourism and leisure research. It will guide students in identifying new research concepts from tourism and leisure phenomena. Additionally, the course will systematically introduce the process of scale development, helping students understand how to construct measurement tools with reliability and validity, ultimately enhancing their research capabilities.

課程目標 Course Objectives

This course aims to develop students' ability to conceptualize emerging constructs in the field of tourism and leisure and to design a measurement tool with reliability and validity. The course will introduce the fundamental principles of conceptualization, guiding students through the complete process from literature review and theoretical framework construction to the operationalization of variables. This will help students transform abstract constructs into measurable research variables.

系專業能力 Basic Learning Outcomes	力相關性 Correlation between Course Objectives and Dept.'s Education Objectives
solve business problems with logical thinking.	
Students will be able to demonstrate	
effective leadership, communication, coordination and teamwork skills.	
Students will be able to communicate in foreign languages and have an awareness of the global and cultural diversity issues.	
Use of technology for information gathering, analysis and integration.	
Develop "deep recreation experience"	
of tourism and recreation management and planning knowledge.	
Develop "Caring for the Community	
Health" of tourism and recreation management and planning knowledge.	
	To Have advanced knowledge on tourism recreation and leisure. Students will be able to identify, analyze and solve business problems with logical thinking. Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills. Students will be able to communicate in foreign languages and have an awareness of the global and cultural diversity issues. Use of technology for information gathering, analysis and integration. Develop "deep recreation experience" of tourism and recreation management and planning knowledge. Develop "Caring for the Community Health" of tourism and

		Devel op	"emphasis on sustainable	
Н	resource" of tourism and			
	recreation management and planning knowledge.			

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	What is Conceptualization? Fundamental Steps of Conceptualization	
3	Introduction to Emerging Constructs in Tourism and Leisure Studies	
4	National Holiday (No class)	
5	National Holiday (No class)	
6	Application of Qualitative Methods in Conceptualization	
7	Conceptualization and Measurement	
8	Expert Evaluation and Content Validity	
9	Midterm Exam	
10	Process of Scale Development I	
11	Process of Scale Development II	
12	Constructs and Scales in Leisure Research	
13	Constructs and Scales in Tourism Research	
14	Theoretical Development Following Scale Construction	
15	Final Report I	
16	Final Report II	
17	Fi nal Exam	
18	Revi ew	

教學策略 Teaching Strategies							
✓	Lecture	Group Discussion Field Trip					
	Miscel I aneous:						
	教 學 創	新 自 評 Teaching Self-Evaluation					
	(Innovati ve Teaching)						
✓	(PBL)	(TBL) (SBL)					
	Flipped Classroom	Mocs					
	(Social Responsibility)						
	Community Practice	Industy-Academia Cooperation					
	(Transdi sci pl i nary Proj ects)						
	Transdi sci pl i nary Teachi ng	Inter-collegiate Teaching					
	Courses Co-taught with Indu	ustry Practitioners					
	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	量方式 A	ssessme	nts	
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)	20%		~	~					
Midterm Exam	30%	~							
Fi nal Exam	20%	~							
Homework and/or Assignments	30%			~	~				
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.)

Instructor-compiled materials (provided in class)

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)