

 國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	觀光休閒概念化與量表發展專論			學年/學期 Academic Year/Semester	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	BM__85420	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	/林濶榕				
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					
本課程旨在培養學生對觀光與休閒領域中新興概念的建構能力，並設計具有信效度的測量工具。課程將介紹概念建構的基本原則，引導學生從文獻回顧、理論架構建構到變數操作化的完整過程，幫助學生將抽象概念轉化為可測量的研究變數。					
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	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	Final Exam	
18	Review	

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(含出缺席) General Performance (Attendance Record)	20%		✓	✓					
期中考成績 Midterm Exam	30%	✓							
期末考成績 Final Exam	20%	✓							
作業成績 Homework and/or Assignments	30%			✓	✓				
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.)									
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)									