


**國立東華大學**  
**教學計劃表 Syllabus**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                             |                             |    |                                       |                                                                                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|----|---------------------------------------|-----------------------------------------------------------------------------------------|
| 課程名稱(中文)<br>Course Name in Chinese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 觀光休憩行銷管理AB                                                                                                                                  |                             |    | 學年/學期<br>Academic Year/Semester       | 114/1                                                                                   |
| 課程名稱(英文)<br>Course Name in English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Marketing for Tourism and Recreation                                                                                                        |                             |    |                                       |                                                                                         |
| 科目代碼<br>Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | TRLS2009AB                                                                                                                                  | 系級<br>Department<br>& Year  | 學二 | 開課單位<br>Course-Offering<br>Department | 觀光暨休閒遊憩學系                                                                               |
| 修別<br>Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 學程 Program                                                                                                                                  | 學分數/時間<br>Credit(s)/Hour(s) |    | 3.0/3.0                               |                                                                                         |
| 授課教師<br>Instructor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | /徐暘展                                                                                                                                        |                             |    |                                       |                                                                                         |
| 先修課程<br>Prerequisite                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                             |                             |    |                                       |                                                                                         |
| 課程描述 Course Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                             |                             |    |                                       |                                                                                         |
| <p>This course introduces students to the basic principles and practices of marketing management in the tourism industry. 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.</p> <p>The course also explores current trends such as digital marketing and the growing impact of emerging technologies like generative AI. By the end of the course, students will gain a solid foundation in tourism marketing and develop skills relevant to both local and international tourism markets.</p> |                                                                                                                                             |                             |    |                                       |                                                                                         |
| 課程目標 Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                             |                             |    |                                       |                                                                                         |
| 本課程主要為幫助學生了解行銷學的基本理論和概念，與行銷學在觀光休閒業之實務應用。另外，本課程將透過實務個案分析以及互動的方式激發學生對行銷學之興趣。學生在完成本課程後將有能力：                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                             |                             |    |                                       |                                                                                         |
| ●認識觀光休閒業市場<br>●瞭解觀光休閒業旅客<br>●發展觀光休閒業行銷策略                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                             |                             |    |                                       |                                                                                         |
| 系專業能力<br>Basic Learning Outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                             |                             |    |                                       | 課程目標與系專業能力相關性<br>Correlation between Course Objectives and Dept.'s Education Objectives |
| A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 對觀光休閒遊憩產業有基本的認識To Have a basic knowledge on tourism、recreation and leisure industries.                                                      |                             |    |                                       | ●                                                                                       |
| B                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 具備邏輯思考、問題分析與解決的能力Students will be able to identify, analyze and solve business problems with logical thinking.                              |                             |    |                                       | ●                                                                                       |
| C                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 具備領導、溝通協調與團隊合作的能力Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.                |                             |    |                                       | ●                                                                                       |
| D                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 培養國際視野以及外語專業的能力Students will be able to communicate in foreign languages and have an awareness of the global and cultural diversity issues. |                             |    |                                       | ○                                                                                       |
| E                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 善用資訊科技進行資訊蒐集、分析與統整To Use of technology for information gathering, analysis and integration.                                                 |                             |    |                                       |                                                                                         |
| F                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 能了解觀光休憩相關政策與策略所需之專業能力To Have professional abilities to 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 內容 Subject/Topics                                                                                                                           |                             |    |                                       | 備註Remarks                                                                               |

|    |                                                                            |                                                                                                                                                                   |
|----|----------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1  | 課程介紹<br>Course Orientation                                                 | TIMS 行銷認證考試到班說明 Intro Session for TIMS Marketing Certification Exam                                                                                               |
| 2  | 觀光行銷導論<br>Understanding Marketing in Tourism                               |                                                                                                                                                                   |
| 3  | 行銷環境及市場策略<br>The Marketing Environment and Strategy                        | 確定期末報告分組及順序<br>Group forming                                                                                                                                      |
| 4  | 顧客資訊及行銷研究<br>Customer Information and Marketing Research                   | 提交期末報告主題<br>Project topic submission                                                                                                                              |
| 5  | 旅遊消費者及組織市場購買行為<br>Travel Consumer and Organizational Buyer Behavior        |                                                                                                                                                                   |
| 6  | 市場區隔及定位<br>Market Segmentation and Positioning                             |                                                                                                                                                                   |
| 7  | 產品管理<br>Product Management                                                 |                                                                                                                                                                   |
| 8  | 品牌及行銷溝通<br>Branding and Marketing Communication                            | 下午5點前繳交期中心得(書面及上傳電子檔)<br>Mid-term reflection paper due by 5 PM<br>(Please submit a hard copy and upload a digital version to the e-Learning platform)             |
| 9  | 期中考試週<br>Midterm Exam                                                      |                                                                                                                                                                   |
| 10 | 全校運動會(停課一天)<br>NDHU Sports Day(no classes)                                 | 停課一天<br>No class                                                                                                                                                  |
| 11 | 廣告及推廣<br>Advertising and Promotion                                         |                                                                                                                                                                   |
| 12 | 訂價及消費者價值<br>Pricing and Customer Value                                     |                                                                                                                                                                   |
| 13 | 觀光行銷通路<br>Distribution Channels in Tourism                                 |                                                                                                                                                                   |
| 14 | 體驗行銷、實體環境與服務人員<br>Experiential Marketing, Physical Environment, and People |                                                                                                                                                                   |
| 15 | 期末考試<br>Final Exam                                                         |                                                                                                                                                                   |
| 16 | 小組課堂簡報<br>Group Presentation                                               | 上課前繳交書面小組報告，並上傳電子檔<br>Please submit a hard copy of the group written report before class begins, and upload a digital version to the e-Learning platform by 5 PM. |
| 17 | 小組課堂簡報<br>Group Presentation                                               | 下午5點前繳交個人期末反思(書面及上傳電子檔)<br>Final reflection due by 5 PM (Please submit a hard copy and upload a digital version to the e-Learning platform)                       |
| 18 | 個別課程諮詢時間<br>Student consultation hours                                     | 如有需要，請與老師預約。<br>Please schedule an appointment if you need any help.                                                                                              |

### 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:

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| 學期成績計算及多元評量方式 Grading & Assessments                                                                                                                                                                                                                                                                                           |                    |                    |          |          |          |          |          |          |             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------|----------|----------|----------|----------|----------|----------|-------------|
| 配分項目<br>Items                                                                                                                                                                                                                                                                                                                 | 配分比例<br>Percentage | 多元評量方式 Assessments |          |          |          |          |          |          |             |
|                                                                                                                                                                                                                                                                                                                               |                    | 測驗<br>會考           | 實作<br>觀察 | 口頭<br>發表 | 專題<br>研究 | 創作<br>展演 | 卷宗<br>評量 | 證照<br>檢定 | 其他          |
| 平時成績(含出缺席)<br>General Performance<br>(Attendance Record)                                                                                                                                                                                                                                                                      | 10%                |                    | ✓        |          |          |          |          |          | 出席狀況及課堂參與   |
| 期中考成績 Midterm Exam                                                                                                                                                                                                                                                                                                            | 30%                | ✓                  |          |          |          |          |          |          |             |
| 期末考成績 Final Exam                                                                                                                                                                                                                                                                                                              | 30%                | ✓                  |          |          |          |          |          |          |             |
| 作業成績 Homework and/or<br>Assignments                                                                                                                                                                                                                                                                                           | 30%                |                    |          | ✓        | ✓        |          |          |          | 小組上台簡報及書面報告 |
| 其他 Miscellaneous<br>(_____)                                                                                                                                                                                                                                                                                                   |                    |                    |          |          |          |          |          |          |             |
| 評量方式補充說明<br>Grading & Assessments Supplemental instructions<br>小組上台簡報及書面報告口頭 10%；書面 10%；小組/同儕互評各5%                                                                                                                                                                                                                            |                    |                    |          |          |          |          |          |          |             |
| 教科書與參考書目（書名、作者、書局、代理商、說明）<br>Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)<br>行銷學－觀光、休閒、餐旅服務業專案特色(第三版) (2023)，鄭華清、黃廷合，全華。<br>Marketing for Hospitality and Tourism (2021), Philip Kotler, John T. Bowen, and Seyhmus Baloglu,<br>Pearson Education。<br>觀光與餐旅行銷:體驗、人文、美感(2020)，曾光華、陳貞吟、饒怡雲，前程。 |                    |                    |          |          |          |          |          |          |             |
| 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)<br>Teaching Aids & Teacher's Website(Including online teaching information.<br>Personal website can be listed here.)                                                                                                                                                                         |                    |                    |          |          |          |          |          |          |             |

其他補充說明 (Supplemental instructions)

國際商管認證說明:學院使命、教育目標、學習指標

在AACSB國際商管認證的諸多環節中，學習成效確保 (Assurance of Learning, AOL)可謂其重中之重的一部分。AOL可概述為設計或檢討出一套有效的學習成效評價體系，透過全院師生的共同努力，試圖將學生的教育成效提升至與學院的教育使命 (Mission) 和各學制與系所的教學目標 (Learning Goals) 和目的 (Learning Objectives)一致。其中，學院的教育使命與各學制與系所的教學目標 和目的環環相扣、景密連結，並以精心選出的種子課程評測同學的學習成效是否達到所對應的目標與目的。

以下為國立東華大學之學院使命以及本課程所對應之學習目標與目的

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 learning goals derived from the school mission, including LG1-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.