

 **國立東華大學**  
**教學計劃表 Syllabus**

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| 課程名稱(中文)<br>Course Name in Chinese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 國際觀光遊憩管理特論                                                                                                                              |                             |    | 學年/學期<br>Academic Year/Semester    | 114/1                                                                                    |
| 課程名稱(英文)<br>Course Name in English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Advanced International Tourism and Recreation Management                                                                                |                             |    |                                    |                                                                                          |
| 科目代碼<br>Course Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | TRLSM0100                                                                                                                               | 系級<br>Department & Year     | 碩士 | 開課單位<br>Course-Offering Department | 觀光暨休閒遊憩學系                                                                                |
| 修別<br>Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 必修 Required                                                                                                                             | 學分數/時間<br>Credit(s)/Hour(s) |    | 3.0/3.0                            |                                                                                          |
| 授課教師<br>Instructor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | /賴柏欣/陳上迪/徐暘展/林濰榕                                                                                                                        |                             |    |                                    |                                                                                          |
| 先修課程<br>Prerequisite                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                         |                             |    |                                    |                                                                                          |
| 課程描述 Course Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                         |                             |    |                                    |                                                                                          |
| The course engages students in the reading, analysis, and discussion of key concepts and theories in tourism, recreation, and leisure (TRL). Each week, students will be assigned selected readings that represent a significant area of scholarship in TRL. Responsibility for leading the weekly discussion will rotate among the students, while all participants are expected to contribute actively through critical analysis, debate, and reflection on the topic at hand. Through this process, students will build a solid foundation of knowledge while also developing a critical understanding of relevant concepts and theories, thereby strengthening their capacity for academic engagement at the postgraduate level. |                                                                                                                                         |                             |    |                                    |                                                                                          |
| 課程目標 Course Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                         |                             |    |                                    |                                                                                          |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                         |                             |    |                                    |                                                                                          |
| 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 具備觀光、休閒、遊憩之理論的進階知識To Have advanced knowledge on tourism、recreation and leisure.                                                         |                             |    |                                    | ●                                                                                        |
| 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 具備跨文化領導、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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 具備國際視野與外語能力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Use of technology for information gathering, analysis and integration.                                                |                             |    |                                    |                                                                                          |
| F                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 熟悉「深度遊憩體驗」之經營與規劃的觀光休憩知識Develop "deep recreation experience" of tourism and recreation management and planning knowledge.                |                             |    |                                    | ○                                                                                        |
| G                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 熟悉「關懷社群健康」之經營與規劃的觀光休憩知識Develop "Caring for the Community Health" of tourism and recreation management and planning knowledge.           |                             |    |                                    | ○                                                                                        |
| H                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 熟悉「強調資源永續」之經營與規劃的觀光休憩知識Develop "emphasis on sustainable 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      | Tourism development                |            |
| 3      | Travel motivation                  |            |
| 4      | Make-up holiday (no class)         |            |
| 5      | Public holiday                     |            |
| 6      | Tourist experience                 |            |
| 7      | Destination image                  |            |
| 8      | Service quality                    |            |
| 9      | Diversity in leisure and tourism   |            |
| 10     | Carrying capacity & ecotourism     |            |
| 11     | Leisure constraints and adjustment |            |
| 12     | Serious leisure                    |            |
| 13     | Leisure and aging                  |            |
| 14     | Health and leisure                 |            |
| 15     | The meaning of tourism and leisure |            |
| 16     | Group package tour                 |            |
| 17     | Presentations (Assessment)         |            |
| 18     | Written report due                 |            |

### 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: Guided reading, discussion, and critical reflection

### 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                    |                    |          |          |          |          |          |          |                |
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| 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(含出席)<br>General Performance<br>(Attendance Record)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 10%                |                    |          |          |          |          |          |          | Participation  |
| 期中考成績 Midterm Exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                    |                    |          |          |          |          |          |          |                |
| 期末考成績 Final Exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 30%                |                    |          | ✓        |          |          |          |          | Written report |
| 作業成績 Homework and/or<br>Assignments                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 60%                |                    |          |          |          |          |          |          | Guided reading |
| 其他 Miscellaneous<br>(_____)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                    |                    |          |          |          |          |          |          |                |
| 評量方式補充說明<br>Grading & Assessments Supplemental instructions<br>All required readings will be uploaded and made available in e-learning.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                    |                    |          |          |          |          |          |          |                |
| 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.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                    |                    |          |          |          |          |          |          |                |
| 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)<br>1. Attendance, participation, and discussion all contribute to the course participation grade. Attendance (present) means not only being physically in class but also being mentally engaged. In addition, please set mobile phones and other sound-emitting electronic devices to silent or off during class to maintain classroom etiquette.<br>2. Weekly guided reading: Each week, one group of students will be responsible for leading the reading, with 1-2 students per group depending on class size. Every student is required to lead at least twice during the semester (master's students: at least two times; doctoral students: at least four times). The quality of the guided reading affects both the overall learning experience and the group's guided reading grade. Students assigned to lead must take this responsibility seriously and prepare diligently, since graduate courses rely on active and engaged participation from students. Please note: as this is a foundational master's-level course, doctoral students not assigned to lead in a given week are expected to supplement the week's content and help facilitate class discussion. All students must prepare in advance for the weekly topic and contribute to in-class discussions.<br>3. Final project presentation: At the end of the semester, students will deliver an oral presentation based on either (a) a review of major international journals in tourism, recreation, and leisure, or (b) a review of key works by leading scholars (choose one). In addition, each student must complete and submit a complete written report. Both the oral and written components will constitute the final project grade.<br>4. Report formatting: Reports must be prepared on Times New Roman, font size 12, single spacing, A4 horizontal layout. Citations and references should follow the APA referencing style (7th edition). |                    |                    |          |          |          |          |          |          |                |