

國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	觀光發展特論			學年/學期 Academic Year/Semester	114/2
課程名稱(英文) Course Name in English	Special Issues in Tourism Development				
科目代碼 Course Code	TRLSM0070	系級 Department & Year	碩士	開課單位 Course-Offering Department	觀光暨休閒遊憩學系
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)		3.0/3.0	
授課教師 Instructor	/吳宗瓊				
先修課程 Prerequisite					
課程描述 Course Description					
This course is designed to make students acquainted with the foundation of tourism development, explore the critical issues concerning various aspects of tourism development, and thoroughly discuss through cases and academic researches. Rural tourism, recourse commodification, community-based approach development, the process model of tourism development are four main subjects will be concentrated.					
課程目標 Course Objectives					
Tourism planning and development are the core subjects for tourism studies. This courses will review the key concepts of tourism development theories, and discuss critical issues and cases with emphasizing on sustainable development and various development types.					
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	Introduction	
2	Overview for Resource management and planning development	
3	Foundations of Tourism Development	
4	Economic/social/Culture Perspectives	
5	Environment Perspectives	
6	Invited speech	
7	Spring Break	
8	Community-based Tourism	
9	期中考試週 Midterm Exam Term Paper - Issue Discussion	
10	Rural Tourism - Agritourism Diversification	
11	Commodity Chain	
12	Culture-based tourism	
13	Destination Evolution	
14	Creative Destruction	
15	Resilience and ecosystem services	
16	Term Paper - Presentation	
17	Optional	
18	期末考試週 Final Exam	
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	25%								
期末考成績 Final Exam	35%			✓	✓				
作業成績 Homework and/or Assignments	20%		✓				✓		
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.)									
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.)									
Course Package									
其他補充說明 (Supplemental instructions)									