



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 for Tourism Development							
科目代碼 Course Code	BM_85040	系級 Department & Year	博士 Doctor	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	/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

探討觀光對於地方的發展有利有弊，地方選擇「觀光」最為地方發展的機器時也將會面臨不同的發展課題；另外，不同的觀光發展模式牽動不同的議題。本課程主要目的在於研討重要的觀光發展課題進行研討，讓同學瞭解不同的觀光發展課題下，重要的論述觀點以及實務運用。

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.	<input type="circle"/>
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.	<input type="circle"/>
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	<input checked="" type="circle"/>
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	<input checked="" type="circle"/>
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.	<input type="circle"/>
F	具備專業研究與教學能力Students will be able to conduct professional research and teaching.	<input type="circle"/>

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
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)