

 國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	觀光行銷			學年/學期 Academic Year/Semester	115/1
課程名稱(英文) Course Name in English	Marketing for Hospitality & Tourism				
科目代碼 Course Code	BM__84960	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	/徐暘展				
先修課程 Prerequisite					
課程描述 Course Description					
Special Topics in Marketing for Hospitality & Tourism explores the key concepts and theories of marketing and its applications in the hospitality and travel businesses. This course aims to establish the foundation of knowledge and identify the latest challenges and issues in the industry. Students are expected to be actively involved in the discussion in class and complete group/individual projects as hands-on case studies.					
課程目標 Course Objectives					
1. 深入研討行銷研究之核心理論； 2. 發展評論及整合期刊論文之能力； 3. 運用文獻的理論架構選定一實際觀光產業評估行銷策略並提出未來行銷方向。					
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	課程簡介 Course Orientation				
2	觀光行銷的基礎概念 Foundations of Tourism and Hospitality Marketing				
3	行銷環境分析、趨勢與永續性 Marketing Environment, Megatrends, and Sustainability				

4	觀光行銷研究 Tourism Marketing Research	
5	旅客行為 Tourist Behavior	
6	市場分眾與定位 Market Segmentation and Positioning	
7	產品管理與價值共創 Product Development and Value Co-creation	
8	消費者體驗與服務場景 Customer Experience and Servicescape	
9	個人期中報告-文獻回顧 Midterm Individual Assignment Due- Literature Review	
10	品牌及行銷溝通 Branding and Marketing Communication	
11	廣告、推廣與內容 Advertising, Promotion, and Content	
12	定價及旅客價值 Pricing and Customer Value	
13	分銷通路與智慧旅遊生態系 Distribution Channels and Smart Tourism Ecosystem	
14	數位行銷、社群媒體與人工智慧 Digital Marketing, Social Media, and AI	
15	目的地行銷與策略整合 Destination Marketing and Strategic Integration	
16	小組簡報 Group Presentation	
17	期末小組報告 Group Assignment Due	

彈性 教學 規劃 Flexible Teaching Plan	請勾選(至少需勾選1 個項目): Please tick the box(es). (At least one item is required.): ☐ 問題討論 Problem-based Discussion ☐ 翻轉教學 Flipped Classroom ☐ 展演實作 Performance / Practical Presentation ☐ 校外參訪 Off-campus Visit ☐ 講座活動 Lecture / Seminar ☐ 線上作業 Online Assignments ☒ 自主學習 Self-directed Learning ☒ 課業輔導 Academic Support ☐ 實驗操作 Experiment Operation ☐ 遠距教學(同步) Distance Learning (Synchronous) ☐ 遠距教學(非同步) Distance Learning (Asynchronous) ☒ 其他(請填寫) Others (Please specify.): 課程個別諮詢時間 Student consultation hours
	備註: 本校學期週數自115 學年度起調整為17 週, 為符合1學分18 小時之原則, 請教師規劃安排彈性教學。 Note: From the 115th academic year, the semester will be 17 weeks. Please include flexible teaching activities to meet the required 18 hours per credit.

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(含出席) General Performance (Attendance Record)	15%		✓	✓					Class participation and discussion
期中考成績 Midterm Exam	30%			✓	✓				
期末考成績 Final Exam	30%			✓	✓				
作業成績 Homework and/or Assignments									
其他 Miscellaneous (Group Presentation)	25%			✓					
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.)									
Philip Kotler, John T. Bowen, and Seyhmus Baloglu (2021). Marketing for Hospitality and Tourism, the 8th edition. Pearson Education									
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)									