朝陽科技大學 094學年度第2學期教學大綱
Festival and Special Event Management 節慶與特別活動管理

當期課號	1322	Course Number	1322
授課教師	方寶儀	Instructor	FONG,PAO YIH
中文課名	節慶與特別活動管理	Course Name	Festival and Special Event Management
開課單位	休閒事業管理系(四日)四B	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程將以節慶錄影帶觀賞方式介紹台灣與國內、外之主要慶典之歷史由來、及傳統活動。本門課亦將介紹如何籌畫、宣傳廣告、辦理、管理、評估方法、及申請活動企劃書撰寫等方法,期末報告內容爲活動事前企劃書及事後評估。	Objectives	This class will describe the history, the tradition, and the activities of the holidays in Taiwan and the other countries.It also study how to plan and to manage the festivals and specual events.
教材	陳惠美譯，民92，特別慶典管理，台北市：品度；賴文仁學位論文，1995，藉由節慶和特別活動行銷台灣元宵燈會 參考書： Lai, Andy W.J. 1995. Marketing Cultural Tourism in Taiwan through the Use of Festival and Special Events: The Lantern Festival. Unpublished Master thesis, CSU, Chico. Getz, D. 1991. Festivals, Special Events, and Tourism. New York: Van Nostrand Reinhold. Hall, C. M. 1992. Hallmark Tourist Events: Impact Management and Planning. London: Belhaven Press.	Teaching Materials	Lai, Andy W.J. 1995. Marketing Cultural Tourism in Taiwan through the Use of Festival and Special Events: The Lantern Festival. Unpublished Master thesis, CSU, Chico. Getz, D. 1991. Festivals, Special Events, and Tourism. New York: Van Nostrand Reinhold. Hall, C. M. 1992. Hallmark Tourist Events: Impact Management and Planning. London: Belhaven Press.
成績評量方式	分組研討20%，期中報告30%，Powerpoint簡報20%，期末報告30% 本科目教材、成績評分標準與要求、交件截止日期以及其他未盡事項，以授課老師在該學期課堂宣布爲準。	Grading	Team works 20%，mid-tern 30%，Powerpoint 20%， Proposal 30%
教師網頁	www.cyut.edu.tw/~andylai		
教學內容	1.了解節慶典禮及特別活動的意義及實施方式。 2.經由分組研討、報告及模擬方式，使學生對特別活動規劃有整體的觀念。 3.學習特別活動企劃案籌備、執行與檢討、以及贊助爭取與評估。	Syllabus	The course presents an integrated approach to studying festivals and special events worldwise within theory, planning, management context. It makes students to understand and acknowledge the close ties that link the event planning with vistors and sponsorships relationship.

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