朝陽科技大學 096學年度第1學期教學大綱
Rural Tourism and Leisure Community Development 鄉村旅遊與休閒社區發展

當期課號	3340	Course Number	3340
授課教師	陳智峰	Instructor	Chen,Chin Feng
中文課名	鄉村旅遊與休閒社區發展	Course Name	Rural Tourism and Leisure Community Development
開課單位	休閒事業管理系(四進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	近年來鄉村地區已逐漸成爲重要的觀光的目的地。鄉村旅遊或鄉村觀光在鄉村發展上也佔有重要地位，本課程主旨在介紹鄉村旅遊的特質與發展原則，並就社區發展觀光的角度，探討社區應具有的條件與準備方向及社區組織的重要性等，讓修課同學熟悉鄉村休閒產業市場，並鼓勵同學們未來可朝向鄉村旅遊發展。	Objectives	Recently, rural area has become an important tourism destination. Rural travel or rural tourism plays an important role on rural development. The purpose of this course is to introduce the characteristics and development rule of rural tourism, and from the community development aspect to discuss the condition and resources of the community which want to develop tourism. And encourage students to familiar with the tourism industry and involve the management of rural tourism.
教材	1. 觀光發展與社區營造 石元照敏等 品度圖書 2. 台灣新鄉村社會學 蔡宏進 全華圖書公司 3. 休閒農業在鄉村持續發展中所扮演的角色 陳昭郎 台灣農業推廣學會 4. 案例：Backpacking, Ecotourism, Cultural Tourism,Rural Tourism and Adventure Travel （http://www.bosniadom.com/） 5. 網站研讀：Planeta.com (http://www.planeta.com/) 6. 台灣的社區營造 曾旭正著 遠足文化 7. 觀光與環境 Andrew Holden/著 五南出版 8. 休閒遊憩概論：探索生命中的休閒 Geoffrey Godbey/著 品度圖書	Teaching Materials	1. 觀光發展與社區營造 石元照敏等 品度圖書 2. 台灣新鄉村社會學 蔡宏進 全華圖書公司 3. 休閒農業在鄉村持續發展中所扮演的角色 陳昭郎 台灣農業推廣學會 4. 案例：Backpacking, Ecotourism, Cultural Tourism,Rural Tourism and Adventure Travel （http://www.bosniadom.com/） 5. 網站研讀：Planeta.com (http://www.planeta.com/) 6. 台灣的社區營造 曾旭正著 遠足文化 7. 觀光與環境 Andrew Holden/著 五南出版 8. 休閒遊憩概論：探索生命中的休閒 Geoffrey Godbey/著 品度圖書
成績評量方式	期中考30% 期末考50% 平常表現20%	Grading	30% of a middle examination 50% ofTake an exam at the end of term 20% of Behavior usually
教師網頁			
	課程大綱 鄉村地區處於城市文明與自然原野之際，對於從大眾旅遊的行爲轉而成爲樂活慢遊的深度旅遊，鄉村地區應該何做好準備？鄉村旅遊是全世界各個國家當農業普遍受到全球化的衝擊下，所因應的措施與轉型的方向。但是，當這一股觀光轉型的力量促使鄉村社會開始從事商業行爲時，遊客們追求的那份農村簡樸篤實的生活觀是否能依舊存在，而成爲現代快速而冷漠的社會下，休養生息的處所？本課程旨在介紹鄉村旅遊及休閒社區營造的基本觀念，並由參與鄉村旅遊的相關產業業者如何參與休閒社區發展的營造工作，並提供服務及規劃方法的微型創業市場分析，增進同學們對鄉村休閒領域的了解。		Course outline The rural area is at the urban civilization and natural champaign, as to transfering to become the slow depth that swims of happy work and travel from the behavior of the mass tourism, what is ready for the rural area? It is under whole world each country general to assault globalize as agriculture for village not to travel, because the directions of measure and transition of answering. However, when a burst of strength to visit and make the transition impels the rural society to begin to be engaged in the conduct of business, whether that simple and unadorned and honest and sincere life view in countryside pursued of the visitors can still exist, and become it under the modern and

教學內容	1. 大眾旅遊與鄉村旅遊 2. 休閒社區營造的概念 3. 鄉村旅遊的資源與管理 4. 鄉村休閒產業之需求面 4. 鄉村休閒產業之供給面 5. 發展休閒社區營造的條件 6. 鄉村旅遊培力(empowerment)與組織的建構 7. 鄉村旅遊與休閒社區經營的失敗案例與困難阻礙探討 8. 觀摩研習與小組報告討論	**Syllabus**	fast and cold and detached society, the place of rehabilitation? Basic idea which the community build that this course aims at travelling and lying fallow in the introduction village, participate in relevant industry industry person that village travel how participate in construction, recreation of community development work, provide service and plan the miniature undertaking market analysis of the method, promote the knowledge of rural recreation field of the classmates. 1. Mass tourism and rural travel 2. Concept which the recreation community builds 3. Resource and management travelling in the countery 4. The demand of the rural recreation industry 4. Supply range of the rural recreation industry 5. Develop the condition that the recreation community builds 6. Travel and bank up strength with earth in the rural (empowerment) Build and construct with what has been organized 7. rural tourism and lie fallow failure case that community manage with difficult to hinder discussion 8. View and emulate and study and discuss with group's report

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