朝陽科技大學 096學年度第2學期教學大綱
Toruism Law and Policy 觀光法規與政策

當期課號	3650	Course Number	3650
授課教師	王宗彥	Instructor	Wang,Tsung Yen
中文課名	觀光法規與政策	Course Name	Toruism Law and Policy
開課單位	老人服務事業管理系(四進)一A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	使學生瞭解我國目前的觀光行政組織、觀光產業政策、觀光產業發展現況及未來展望，並就相關法規進行重點介紹與討論，以增加學生對觀光產業及相關法規的認識。	Objectives	The curriculum goal makes the student to understand about Tourism Administration, Tourism industrial policy, Tourism industrial development present situation and the future forecasts, And carries on the key introduction and the discussion on the correlation laws and regulations, increases the student to Tourism industrial and the correlation laws and regulations understanding.
教材	楊正寬，觀光行政與法規(精華第三版)。台北：揚智出版社，民國94年8月第三版。	Teaching Materials	Zheng-Kuan, Yang (2005). “Tourism Administration and Laws ” Taipei :Yang-Chih
成績評量方式	平時40%(學習態度+到課率+課堂參與) 期中測驗30% 期末測驗30%	Grading	Evaluation: (1) achievement 40% at ordinary times (2)30% of a mid-examination. (3)30% of a final-examination
教師網頁	_		
教學內容	一、了解各級觀光行政機構的組織及職掌。 二、培養對各項重要法規有正確認識。 三、培養觀光從業人員的正確守法觀念與態度。	Syllabus	1.Purpose (Course Description): This course specializes in tourism administration and laws, so as to have the potential to develop as a good sightseeing the jobholder. 2.Objectives: The course offers a wide range of subject choices in the fields of tourism administration and laws. It is designed to equip students to meet current and future needs in the working life.

尊重智慧財產權，請勿非法影印。