

朝陽科技大學 097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	3272	Course Number	3272
授課教師	張文典	Instructor	CHANG,WEN TIEN
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)二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為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	自編教材	Teaching Materials	Handouts by the instructor
成績評量方式	課堂參予和報告40% 期中報告30% 期末報告30%	Grading	Class attendance and Presentation 40% Mid-term 30% Final 30%
教師網頁	-		
教學內容	鄉村旅遊的發展概況 鄉村旅遊的四大區塊 休閒社區在四大區塊發展概況	Syllabus	Rural trave development survey Rural trave areas Leisure Community development survey

尊重智慧財產權，請勿非法影印。