

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	3276	Course Number	3276
授課教師	田惠華	Instructor	TIEN,HUI HUA
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	1. 鄉村旅遊概論，夏林根，東方出版中心。 2. 鄉村旅遊規劃原理與方法，王云才等，科學分社。 3. 如何開發鄉村旅遊，陸素潔，中國旅遊。	Teaching Materials	Introduction of Rural Tourism
成績評量方式	期中、期末考：各30% 課堂討論：20% 作業：20%	Grading	Midterm & Final Examination:30% each Homework:20% Discussion & Performance of Class:20%
教師網頁	-		
教學內容	1. 鄉村旅遊發展概況 2. 鄉村旅遊發展模式 3. 鄉村旅遊市場開拓 4. 鄉村旅遊產品策劃 5. 鄉村旅遊經營資源配置 6. 鄉村旅遊形象塑造 7. 社區參與的鄉村旅遊 8. 鄉村旅遊財務管理 9. 鄉村旅遊經營效益評估	Syllabus	1. The brief of rural tourism. 2. The development preview of rural tourism. 3. The development model of rural tourism. 4. The product planning of rural tourism. 5. The allocation of management resource of rural tourism. 6. The image forming of rural tourism. 7. Community participation in rural tourism. 8. The finance management of rural tourism. 9. The evaluation of management benefits in rural tourism.

尊重智慧財產權，請勿非法影印。