# 朝陽科技大學 097學年度第2學期教學大綱
# tourists' behavior and recreation environment 遊客行為與環境

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| 當期課號 | 1464 | Course Number | 1464 |
| 授課教師 | 黃有傑 | Instructor | HUANG,TOU JIE |
| 中文課名 | 遊客行爲與環境 | Course Name | tourists' behavior and recreation environment |
| 開課單位 | 休閒事業管理系(四日)一A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 2 | Credits | 2 |
| 課程目標 | 本課程授課主要目的在於藉由遊客行爲的探討及遊憩環境分析以利學生將來從事休閒遊憩事業規劃管理工作時，能提高服務品質以滿足遊客需求。授課內容包括遊客心理、影響遊客行爲之社會、文化因素；組織之觀光行爲;遊客行爲對遊憩地居民之社會、心理影響等。 | Objectives | The purpose of this course is to discuss the tourists' behavior and recreaton environment for those who interest in leisure and recreation management to improve the quality of survice and the satisfication of visitors. |
| 教材 | 講授、分組討論<br>1.觀光心理學/謝淑芬著<br>2.觀光與環境/郭乃文/楊岱容譯<br>3.觀光消費行爲/謝智謀/王怡婷譯 | Teaching Materials | speech , group discuss<br>1.Psychology of Tourism/ 謝淑芬<br>2.Envionment and Tourism/Andrew Holden<br>3.Consumer Behaviour in Tourism/John Swarbrooke & Susan Horner |
| 成績評量方式 | 平時考核20%，討論與作業20%，期中考與期末考各30% | Grading | evaluate in class 20%<br>discuss and home work 20%<br>examination 60% |
| 教師網頁 | _ | | |
| 教學內容 | 第一週遊客行爲<br>第二週觀光環境<br>第三週旅遊動機<br>第四週旅遊決定<br>第五週旅遊與經濟<br>第六週旅遊與環境<br>第七週環境與經濟<br>第八週期中考<br>第九週文化因素對遊客行爲的影響<br>第十週社會因素對遊客行爲的影響<br>第十一週當地居民對遊客行爲的影響<br>第十二週旅遊環境的規劃管理<br>第十三週個案研討<br>第十四週個案研討<br>第十五週個案研討<br>第十六週個案研討<br>第十七週期末考 | Syllabus | Week1 tourist behaviour<br>Week2 tourism envioment<br>Week3 travel motivation<br>Week4 travel determinants<br>Week5 travel & economic<br>Week6 travel & envioment<br>Week7 envioment & economic<br>Week8 Midterm Exam<br>Week9 the influence from culture<br>Week10 the influence from social<br>Week11 the influence from inhabitant<br>Week12 travel envioment planning<br>Week13 Case Study<br>Week14 Case Study<br>Week15 Case Study<br>Week16 Case Study<br>Week17 Final Exam |

尊重智慧財產權，請勿非法影印。