朝陽科技大學 097學年度第2學期教學大綱
Family Inn Management 民宿管理

當期課號	1510	Course Number	1510
授課教師	徐淑麗	Instructor	HSU,SHU LI
中文課名	民宿管理	Course Name	Family Inn Management
開課單位	休閒事業管理系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	介紹先進國家及台灣民宿的起源與發展。經由民宿的特性及經營哲學的探討，並輔以實例介紹民宿的經營管理及與鄉村社區的結合，成爲另一種休閒生活型態。	Objectives	To introduce the original and development of Family Inn in developed countries and Taiwan. This course is expecting the participants to experice the Family Inn management by case study. To connect the Family Inn and rural community to be a new life style is the other important topic in this course.
教材	1.採互動式教學。2.藉由投影片與光碟解說。3.配合教材進度帶入實際案例解說。 全華出版社 鄭健雄 著	Teaching Materials	Case study and Discussion Topic Lecturing Oral approach
成績評量方式	期中考:30%,期末考:40%,平常成績30%:學習精神	Grading	Mid terms: 30 % Final: 40 % Quiz: 30 % (participate;Discussion;response;attend)
教師網頁			
教學內容	世界各國民宿的發展 中國大陸農家樂 台灣民宿發展 民宿投資的可行性 民宿的行銷策略 民宿的顧客滿意度 民宿的經營理念 民宿與社區發展 台灣民宿個案研究 民宿與生活哲學民宿管理辦法	Syllabus	The world different country different family inn The family inn in Mainland China The Family Inn in Taiwan How to management a family inn The family inn sales and marketing The family inn customer satisfaction Taiwan family inn case study The government laws and regulations in family inn

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