朝陽科技大學 098學年度第1學期教學大綱
Family Inn and Holiday Village management 民宿與渡假村經營管理

當期課號	1556	Course Number	1556
授課教師	徐淑麗	Instructor	HSU,SHU LI
中文課名	民宿與渡假村經營管理	Course Name	Family Inn and Holiday Village management
開課單位	休閒事業管理系(四日)三B	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	1. 了解民宿與渡假村相關知識 2. 瞭解民宿與渡假村管理辦法 3. 瞭解民宿與渡假村之經營管理技能 4. 瞭解網路行銷	Objectives	1. Minshuku understanding and knowledge Resort 2. Minshuku understanding and Resort Management 3. Minshuku and resorts understand the operation and management skills 4. Understanding of Internet Marketing
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。	Teaching Materials	Case study and Discussion Topic Lecturing Oral approach
成績評量方式	期中考:30%,期末考:30%,平常成績40%(學習精神)	Grading	Mid terms: 30 % Final: 30 % Quiz: 40 % (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

尊重智慧財產權，請勿非法影印。