朝陽科技大學 098學年度第1學期教學大綱
Outdoor Recreation Journey Planning and Practice 戶外遊憩旅程規劃與實務

當期課號	1558	Course Number	1558
授課教師	黃有傑	Instructor	HUANG,TOU JIE
中文課名	戶外遊憩旅程規劃與實務	Course Name	Outdoor Recreation Journey Planning and Practice
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	3	Credits	3
課程目標	本課程主旨在以學術理論爲基礎，搭配實務經驗舉例，將戶外遊憩旅程規劃與實務這門應用科學，系統化地呈現。期望學生能全面瞭解遊程產品的複雜構面與多變因素，進而走向真正的專業。	Objectives	The purpose of this class is based on the theory and practice to introduce outdoor recreation journey planning systemically and help students to realize the complex and varied products.
教材	1. 顏妙桂譯(2002)休閒活動規劃與管理。台北：桂魯有限公司。	Teaching Materials	1. Edginton C.R., C.J. Hanson, S.R. Edginton & S.D. Hudson (2002) Leisure Porgramming: A Service-Centered and Benefits Apporach. Taipei: EC Link Ltd. (In Chinese)
成績評量方式	期中考30% 期末考30% 平時成績(含報告、作業及出席)40%	Grading	midterm exam. 30% final exam. 30% General(term paper, homework and attendance) 40%
教師網頁	http://lms.ctl.cyut.edu.tw/blog.php?user=2006192		
教學內容	1週 課程簡介 2週 戶外遊憩概述 3週 休閒規劃概述 4週 顧客行爲 5週 需求評估 6週 目標訂定 7週 旅程規劃 8週 活動類型 9週 期中評量 10週 方案設計類型 11週 活動促銷 12週 預算與資源 13週 活動傳遞 14週 活動評鑑 15週 休閒教育 16週 戶外遊憩趨勢與專業議題 17週 個案探討 18週 期末評量	Syllabus	Week1 Introduction of Course. Week2 Introduction of Outdoor Recreation. Week3 Introduction of Leisure Programming. Week4 Customer Behavior. Week5 Needs Assessment. Week6 Seeting Gals and Objectives. Week7 Itinerary Programming. Week8 Program Areas. Week9 Middle examination. Week10 Program Formats. Week11 Promoting Programs. Week12 Budgeting and Resource. Weel13 Program Exchange. Week14 Program Evaluation. Week15 Leisure Education. Week16 Future Outdoor Recreation Change and Professional Issues. Week17 Case Studies. Week18 Terminal examination.

尊重智慧財產權，請勿非法影印。