朝陽科技大學 098學年度第1學期教學大綱
Resort Management 渡假中心管理

當期課號	1561	Course Number	1561
授課教師	張瑞興	Instructor	CHANG,JUI HSING
中文課名	渡假中心管理	Course Name	Resort Management
開課單位	休閒事業管理系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	從商業的角度探討休閒度假村的基本架構，包含自然資源與休閒設施的關係、度假村的經營之道、度假村的活動設計...等。	Objectives	The purpose of this class is to discuss the unique structure of resorts from a business viewpoint. It covers crucial issues such as the relationship between the natural resources and recreational facilities, a basic knowledge of operating a resort, and guest activity programming.
教材	1.期刊論文文獻 2.朱英濠，(2008)，渡假村與俱樂部經營管理，三藝文化公司有限公司。 3.王昭正、吳明哲譯，(2003)，度假村經營管理，品度圖書公司。	Teaching Materials	Journal articles
成績評量方式	1. 課堂參與: 30%; 2. 期中考試: 30%; 3. 期末報告: 40%。	Grading	1. Attendance and participation: 30%; 2. Midterm Examination: 30%; 3. Final report: 40%.
教師網頁	http://www.cyut.edu.tw/~leisure/		
教學內容	課程前半部將介紹規劃渡假村與俱樂部所需的作業管理、行銷管理與財務管理知識。課程中段將以分時渡假爲主軸，介紹近年渡假村產品的發展。課程後段介紹實際案例並輔以實際調查報告，讓學生將所學加以應用。	Syllabus	The basic concepts of operation, marketing, and financial management used for a resort and club planning will be taught in the first part of the course. In the second part, I will introduce the development and the trend of the resort product, especially focusing on the timeshare product. Several cases will be discussed in the class so that students can realize how to use what they have learned.

尊重智慧財產權，請勿非法影印。