

朝陽科技大學 098學年度第1學期教學大綱

Rural Tourism and Leisure Community Development 鄉村旅遊與休閒社區發展

當期課號	3239	Course Number	3239
授課教師	徐國全	Instructor	Hsu,Kuo Chuan
中文課名	鄉村旅遊與休閒社區發展	Course Name	Rural Tourism and Leisure Community Development
開課單位	休閒事業管理系(四進)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	近年來鄉村地區已逐漸成為重要的觀光的目的地。鄉村旅遊或鄉村觀光在鄉村發展上也佔有重要地位，本課程主旨在介紹鄉村旅遊的特質與發展原則，並就社區發展觀光的角度，探討社區應具有的條件與準備方向及社區組織的重要性等，讓修課同學熟悉鄉村休閒產業市場，並鼓勵同學們未來可朝向鄉村旅遊發展。	Objectives	Recently, rural area has become an important tourism destination. Rural travel or rural tourism plays an important role on rural development. The purpose of this course is to introduce the characteristics and development rule of rural tourism, and from the community development aspect to discuss the condition and resources of the community which want to develop tourism. And encourage students to familiar with the tourism industry and involve the management of rural tourism.
教材	休閒農業概論 休閒活動設計	Teaching Materials	Introduction to Leisure Agriculture Planning of Leisure Agriculture
成績評量方式	期中考20%,小組報告30%(簡報及書面),平時25%,期末考25%	Grading	Midterm 20% Team work 30%Participation 25% Final 25%
教師網頁	-		
教學內容	第一章 農業資源運用於休閒活動之特性分析 第二章 農業資源分類與內涵 第三章 農業資源多樣化遊憩體驗發展理論基礎 第四章 農業生產資源之多樣化遊憩體驗發展 第五章 農民生活資源之多樣化遊憩體驗發展 第六章 農村生態資源之多樣化遊憩體驗發展	Syllabus	Chapter 1 Analysis on Characteristics of Agricultural Resources Employed in Recreational Activities Chapter 2 Categories and Meanings of Agricultural Resources Chapter 3 Theoretical Basis for the Development of Diversified Recreation Experience of Agricultural Resources Chapter 4 Development of Diversified Recreation Experience of Agricultural Production Resources Chapter 5 Development of Diversified Recreation Experience of Farmers' Life Resources Chapter 6 Development of Diversified Recreation Experience of Agricultural Ecological Resources

尊重智慧財產權，請勿非法影印。