

朝陽科技大學 098學年度第1學期教學大綱  
Theme Park Management 主題園管理

當期課號	3249	Course Number	3249
授課教師	林建安	Instructor	,
中文課名	主題園管理	Course Name	Theme Park Management
開課單位	休閒事業管理系(四進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	就主題樂園經營管理授以相關實務和案例，並做全方位經營與行銷策略之研究和探討。	Objectives	Temem Park Operation and Management by Case Study,The Analysis of Planning,Marketing,Second Consumption,Competition.
教材	21世紀主題樂園的夢幻與實現 作者：劉連茂 出版社：詹氏書局 出版日期：2009/1/1 ISBN：9789577053817 書籍編號：kk0226035	Teaching Materials	Theme park of the 21st century with the realization of dream Author:刘连茂 Publisher: Jane's Books Publication Date: 2009/1/1 ISBN: 9789577053817 Number of books: kk0226035
成績評量方式	期中考30% 期末考30% 期末報告30% 出席率10%	Grading	Midterm Exam30% Final Exam30% Final Report 30% Participation 10%
教師網頁	-		
教學內容	本課程將介紹主題園的源起、發展及其在我國發展概況，並且從歐美種要的主題樂園管理了解觀光產業的影響，並且討論現階段台灣在主題園的經營管理的觀念與課題。本課程內容除書面資料的研究，亦包含台灣主要遊樂園例如劍湖山、六福村及九族文化村之案例探討，並邀請傑出之經營者與同學分享其成功的管理經驗。	Syllabus	This course will introduce the origins of the theme park, development and its development in China and from Europe and the United States species of the theme park management to understand the impact of the tourism industry, and to discuss the theme park in Taiwan at the present stage of the operation and management concepts and issues . The course content of written information in addition to research, also contains an amusement park in Taiwan such as the sword Hushan, Village and the Formosan Aboriginal Culture Village to explore the case and invited the operators outstanding and successful students to share their management experience.

尊重智慧財產權，請勿非法影印。