朝陽科技大學 098學年度第2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	1549	Course Number	1549
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A	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。 渡假民宿管理 鄭健雄 著 全華出版社	Teaching Materials	Case study and Discussion Topic Lecturing Oral approach
成績評量方式	期中考:30%,期末個案報告:30%,平常成績40%(小考/出席/課堂參與學習精神/讀書心得一篇)	Grading	Mid terms: 30 % Final: 30 % Quiz: 40 % (participate;Discussion;response;attend;reading a service industry book)
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 請民宿業者或專家前來演講 參訪民宿業	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 The family inn tour & invite the owner has a speaking

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