朝陽科技大學 098學年度第2學期教學大綱
Family Inn Management 民宿管理

當期課號	3347	Course Number	3347
授課教師	廖添進	Instructor	LIAO,TIAN CHIN
中文課名	民宿管理	Course Name	Family Inn 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	介紹先進國家及台灣民宿的起源與發展。經由民宿的特性及經營哲學的探討，並輔以實例介紹民宿的經營管理及與鄉村社區的結合，成爲另一種休閒生活型態。	Objectives	To introduce the original and development of Family Inn in developed countries and Taiwan. This course is expecting the participants to experice the Family Inn management by case study. To connect the Family Inn and rural community to be a new life style is the other important topic in this course.
教材	參考教材： 1.渡假民宿管理（全華圖書-鄭健雄、吳乾正著） 2.休閒農場民宿（威仕曼文化公司-陳墀吉、楊永盛著） 3.品質管理整合性思維（前程公司-李友錚、賀力行著） 4.民宿經營與管理實務（華都文化-陳信泰、何偉真、郭蘭生、陳衍秀譯） 5.服務品質管理（五南文化-林燈燦著）	Teaching Materials	
成績評量方式	平時考核20%， 討論與作業20%， 期中報告20%， 期末報告40%。	Grading	Usually inspects 20%, the discussion and the work 20%, midterm reports 20%, final reports 40%.
教師網頁			
教學內容	1.課程簡介及國內民宿的特性與現況 2.民宿發展趨勢-區塊化 3.多元化民宿類型-差異化的經營策略 4.民宿管理及相關法規 5.民宿定位策略 ˙什麼樣的人適合當民宿主人 ˙什麼樣的房屋適合經營民宿 ˙什麼樣的地方適合開民宿 6.我要經營何種類的民宿 7.打造民宿主題（主人風格化） 8.建築風格、環境營造、空間佈置 9.民宿投資可行性 10.民宿經營理念與發展策略 11.民宿的行銷策略 12.民宿接待作業及房務作業 13.民宿體驗活動企劃與執行 14.民宿的顧客滿意度及禮儀 15.虛擬個案報告	Syllabus	1.The curriculum synopsis and the domestic B&B characteristic and present situation 2.The trend of B&B development - sub-area 3.The multiplex B&B types - variant management strategy 4.The B&B management and the related laws and regulations 5.The B&B localization strategy ˙What kind of person suits to be a B&B host ? ˙What kind of building suits to manage a B&B? ˙ What kind of land suits to run a B&B? 6.What type of B&B I can manage well? 7.Make the subject of your B&B (master style). 8.Architectural style, environment building, spatial arrangement. 9.The feasibility of the B&B investment. 10.The B&B management idea and the development strategy 11.The B&B marketing strategy 12.The B&B reception work and the room service work. 13.The planning and the execution of the B&B experience business 14.The B&B customer's degree of satisfaction and etiquette.

			15.Hypothesized case report

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