

朝陽科技大學 099學年度第1學期教學大綱
Resort Management 渡假中心管理

當期課號	3225	Course Number	3225
授課教師	曾瓊偉	Instructor	TSENG,CHIUNG WEI
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(四進)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 basic 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.單元講授(自編教材) 2.個案研討(參考休閒產業相關活動. 自編教材) 3.王昭正、吳明哲譯，(2003)，度假村經營管理，品度圖書公司	Teaching Materials	1.lecturing 2.Case study
成績評量方式	1.出席狀況:10% 2.上課表現:20% 3.期中考試:30% 4.小組報告:40%	Grading	1.Attendance:10% 2.Discussion involvement:20% 3.Midterm Examination:30% 4.Team report:40%
教師網頁	-		
教學內容	台灣週休二日的實施，國人愈來愈重視休閒的生活，因此休閒空間與環境的需求也愈來愈大，雖然台灣的休閒場所有如春筍般的成長，然而在這競爭的環境中，如不能有效地經營與管理，是容易被社會所淘汰。 渡假中心所提供的產品與服務種類相當多，屬性也有所不同，教學上利用不同屬性的休閒度假活動，從實務的角度配合相關的理論，清楚地描述個間的差異與經營管理的技巧及經驗。尤其是對於大自然資源的利用與永續發展更有深入的探討。	Syllabus	Taiwan's implementation of the two-day weekend, people more and more attention to their leisure life, so the demand for leisure space and the environment is also growing, although Taiwan's leisure facilities like bamboo shoots-like growth, but in this competitive environment, if not effective operation and management, is easily eliminated by the community. Resort products and services offered by quite a lot of categories, properties are also different, teaching the use of different attributes of leisure holiday activities, from a practical point of view coordinate with the relevant theory, clearly describe the differences between months and management's skills and experience . Especially for the use of natural resources and sustainable development more deeply.

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