

朝陽科技大學 099學年度第2學期教學大綱  
Theme Park Management 主題園經營管理

當期課號	3159	Course Number	3159
授課教師	張几文	Instructor	Chang, Chi Wen
中文課名	主題園經營管理	Course Name	Theme Park Management
開課單位	休閒事業管理系(二進)四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	採互動式教學 藉由投影片與光碟教學 由教材導入實際案例解說 休閒產業成功實際案例觀摩	Teaching Materials	Adapting interactional instruction Using projector and CD instruction Case study into multi-media instructional interpretation
成績評量方式	1.期中考試 (30%) 2.專題報告 (40%) 3.課堂參與回饋與貢獻考核 (30%)	Grading	1.M-terms examinations (30%) 2.Assignment (40%) 3.Contribution to presentation (30%)
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，並且從歐美重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。主題樂園定位與訴求、主題樂園經營架構、組織&管理、行銷模式&目標制定、營運服務&危機處理。	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。