

朝陽科技大學 099學年度第2學期教學大綱

Leisure business and resource inventory (II) 休閒事業及資源調查實務(二)

當期課號	3201	Course Number	3201
授課教師	陳耀南	Instructor	Chen,Yao Nan
中文課名	休閒事業及資源調查實務(二)	Course Name	Leisure business and resource inventory (II)
開課單位	休閒事業管理系(四進)三A	Department	
修習別	必修	Required/Elective	Required
學分數	1	Credits	1
課程目標	本課程旨在介紹休閒事業特性及資源調查方法，藉由休閒事業個案分析讓修課同學了解休閒事業範疇以利未來進入職場之準備。	Objectives	The purpose of this class is to introduce the characteristics of leisure business and inventory methods. Through case study to help students familiar with leisure business and prepare for the career in the future.
教材	1.主要教材：觀光遊憩資源實務(揚智文化、吳坤熙著；劉修祥主編) 2.參考教材：(1)觀光行政與法規(華立書局、蕭仕榮著) (2)休閒事業概論(揚智文化、張宮熊著) (3)導覽解說實務(華立書局、陳炳輝編著) (4)觀光遊憩資源規劃(揚智文化、李銘輝·郭建興著) (5)休閒活動設計規劃(揚智文化、吳松齡著) (6)觀光規劃(田園城市、李英弘·李昌勳譯) 3.課堂補充：(網路、報章雜誌及個人實務體驗資訊)	Teaching Materials	Main text book : Practice of Tourism resources Reference text book Overview of tourism Practice of tourism guide Planning of Tourism Recreation Resource Design and planning leisure activities Planning of tourism Supplement : website, newspaper, magazine, and personal experience
成績評量方式	考核： 平時30% 期中考〈書面報告〉30% 簡報製作與技巧10% 期末報告30%	Grading	Grade policy: attendance 〈papers〉 30%, mid-term 30%, powerpoint 10%, Final30%
教師網頁	-		
教學內容	1觀光遊憩資源概論 (同學背景自我期許) 2觀光遊憩資源概論  3國家公園  4國家公園  5國家級風景區  6國家級風景區  7公營風景特定區 8期中考  9國家森林遊樂區  10國家森林遊樂區  11退輔會經營的休閒農場  12國有林生態之美  13溫泉區、民營遊樂區、休閒農業區  14高爾夫球場、海水浴場、博物館美術館	Syllabus	1Introduction to tourism resources (Students' backgrounds and expectations) 2Introduction to tourism resources 3National Park 4National Park 5National scenic spot 6National scenic spot 7Public scenic area 8Midterm 9National forest recreation area 10National forest recreation area 11Leisure farms owned by Training Center of Veterans Affairs Commission 12The beauty of nation-owned forest 13Hot spring area, private recreational area, and leisure agriculture area 14Golf course, beach, museums, and art galleries 15Monument, shopping area, shopping street, and night market 16Taiwan's mountains, eco-tourism 17Taiwan's aboriginal culture, the design of tourism route, and scenic spots in every cities and countries 18Final

15古蹟、形象商圈、商店街、觀光夜市

16台灣的山岳、生態旅遊

17台灣的原住民文化、遊程設計與各縣市風景點

18期末考

尊重智慧財產權，請勿非法影印。