

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	3208	Course Number	3208
授課教師	許煌龍	Instructor	SHYUU,LUARNG LURNG
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B	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	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) 參考教材： 觀光遊憩資源規劃(揚智文化、李銘輝·郭建興著) 課堂補充：(網路、報章雜誌及個人實務體驗資訊) 案例討論	Teaching Materials	Main text book： Practice of Tourism resources Reference text book： Design and planning leisure activities Planning of tourism Supplement：website, newspaper, magazine, and personal experience Case study
成績評量方式	平時20% 簡報製作與技巧20% 書面報告30% 期末考30%	Grading	attendance 20%, powerpoint 20%, papers 30% Final 30%,
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國家公園 3國家級風景區 4公營風景特定區 5國家森林遊樂區 6退輔會經營的休閒農場 7國有林生態之美 8期中考 9溫泉區、民營遊樂區、休閒農業區 10高爾夫球場、海水浴場、博物館美術館 11古蹟、形象商圈、商店街、觀光夜市 12古蹟、形象商圈、商店街、觀光夜市 13台灣的山岳、生態旅遊 14台灣的山岳、生態旅遊 15台灣的原住民文化、遊程設計與各縣市風景點 16台灣觀光事業之行銷及未來發展 17台灣觀光事業之行銷及未來發展 18期末考	Syllabus	1.Introduction to tourism resources (Students' backgrounds and expectations) 2.National Park 3.National scenic spot 4.Public scenic area 5.National forest recreation area 6.Leisure farms owned by Training Center of Veterans Affairs Commission 7.The beauty of nation-owned forest 8.Midterm 9.Hot spring area, private recreational area, and leisure agriculture area 10.Golf course, beach, museums, and art galleries 11.Monument, shopping area, shopping street, and night market 12.Monument, shopping area, shopping street, and night market 13.Taiwan's mountains, eco-tourism 14.Taiwan's mountains, eco-tourism 15.Taiwan's aboriginal culture, the design of tourism route, and scenic spots in every cities and countries 16.Taiwan's management in Domestic Travel/Trends & future 17.Taiwan's management in Domestic Travel/Trends & future 18.Final

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