

## 開南大學 九十五 年度第二 學期 觀光與餐飲旅館管理系

## 觀光行銷 學系科目教學計劃表

科目代碼	科目名稱	授課教師	修別	開課年級	學分數	每週時數
106020300 106055552 -01,02	中文：觀光行銷	張亦騏 Yevvon, Yi-Chi, Chang	<input checked="" type="checkbox"/> 必修 <input type="checkbox"/> 選修	2年 A/B 班	2	2
	英文：Marketing of Tourism	先修課程	N/A			
教學目標與內容	This course is designed to introduce the marketing concepts in tourism with a practical marketing-management approach. The contents are supported by research grounded in economics, behavioral sciences, and current management theory. In addition, this course examines demand and supply of tourism and community based assets with a focus on in Taiwan marketing tourism and beyond.					
實施方法	<input checked="" type="checkbox"/> 講解法。 <input type="checkbox"/> 實作法。 <input checked="" type="checkbox"/> 討論法。 <input type="checkbox"/> 演習法。 <input checked="" type="checkbox"/> 問答法。 <input type="checkbox"/> 其他 ( )。					
評量方式	<b>25% Mid-term examination, 25% Final examination, 10% Attendance and in-class and online participation. 30% Presentation and group report.</b>					
授課使用及參考書籍	(請按作者、書名、版別、出版商、發行地、出版年份、起訖頁數順序填寫)。 <b>Some recommended readings:</b> Inskeep, E. (1991). Tourism Planning. An Integrated and Sustainable Development Approach. John Wiley & Sons, New York. Cathy, E. & Canine, L. (2002). The Best of Times, The Worst of Times: Differences in Hotel Performance Following 9/11. Cornell Quarterly, 43(5), 41-52. Pine, R. (2002). China's Hotel Industry: Serving a Massive Market. Cornell Quarterly, 43(3), 61-70. Siguaw, J. & Enz, C. (1999). Best Practices in Marketing. Cornell Quarterly, 40(5): 31-43. Pellinen, J. (2003). Making Price Decisions in Tourism Enterprises. International Journal of Hospitality Management, 22(2), 217-235. Chhabra, D. (1998). Roles and Obligations of a Successful Hotel Brand Yesterday and Today. Travel and Tourism Research Association Conference Proceedings. Ritchie, R. & Ritchie, J. (2002). A Framework for an industry supported destination marketing information system. Tourism Management, 23, 439-454. Middleton, V. & Clarke, J. (2001). Marketing in Travel and Tourism. Butterworth-Heinemann, Oxford, UK.					
科目簡介(可含大綱及教學進度)：						

觀光系主任 陳桓敦

課務組  
96.3.22  
收文章

<b>Week 1</b>	Introduction and review of course outline, and understanding the marketing concepts
<b>Week 2</b>	Marketing services and strategic marketing
<b>Week 3</b>	Strategic Planning
<b>Week 4</b>	National Holiday and University Anniversary
<b>Week 5</b>	The Marketing Environment
<b>Week 6</b>	The role of research in marketing Assignment 1: Marketing Research Case Study
<b>Week 7</b>	Organizational behavior and consumer behavior
<b>Week 8</b>	Market Segmentation
<b>Week 9</b>	Mid-Term Examination
<b>Week 10</b>	The 4 Ps : Product
<b>Week 11</b>	Distribution/Travel Agents
<b>Week 12</b>	Pricing
<b>Week 13</b>	Promotion
<b>Week 14</b>	Promotion
<b>Week 15</b>	Group presentations
<b>Week 16</b>	Group presentations
<b>Week 17</b>	Group presentations
<b>Week 18</b>	Final Examination

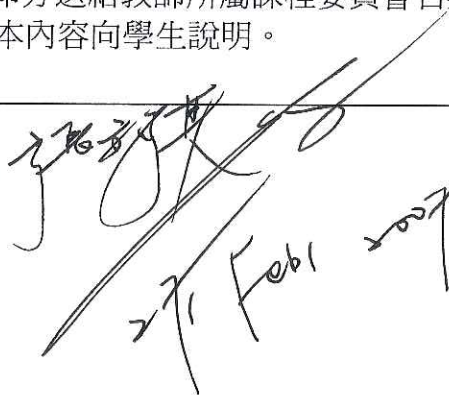
## 說明：

- 授課教師於學期前填寫本表，經課程委員會審核後，影印分送給教師所屬課程委員會召集人，授課班級所屬系、所及教務處課務組；並於開始上課時，將本內容向學生說明。
- 本表於 91.4.23 第四次校課程委員會討論通過。

課程委員會召集人：


 觀光系  
主任 陳桓敦

授課教師：張亦騏


 27 Feb 2007