

## 開南大學 96 年度第 1 學期 觀光與餐飲旅館學系學計劃表

課程編號	1 0 6 0 2 4 5 0 0	<input type="checkbox"/> 必修 <input checked="" type="checkbox"/> 選修	授課教師：劉良力 開課系所：觀光與餐飲旅館 年級班別：二年 班	老師 學系
班次	01			
課程名稱(中文)		學分數	課程名稱(英文)	
生態觀光		2	Ecotourism	
教學目標 與內容	生態觀光的定義、原則、發展、永續發展、經濟議題、衝突等等章節，一一介紹給同學，也希望同學充分了解本學科在觀光領域的重要性。			
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	期中測驗 30 % 期末測驗 30 % 平時成績 40 %			
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)。 Davis. A. Fennell. Ecotourism. 1 <sup>st</sup> published. USA. 2000. Pp.315			

科目簡介(含課程大綱及教學進度)：

- Week 1~2 觀光與生態相關性，何謂生態觀光？  
 Week 3~4 全球觀光與綠色產業  
 Week 5~6 今日的生態觀光  
 Week 7~8 演化的生態觀光  
 Week 9-10 旅遊與永續發展，期中考  
 Week 11~12 生態與觀光的矛盾與互惠  
 Week 13~14 生態觀光與傳統觀光的差異  
 Week 15~16 經濟利益與社區發展  
 Week 17~18 台灣生態觀光發展，期末考

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 呂美玉

授課教師：

劉良力 sep/7/2007

課務組  
96.9.7  
收文章

## Kainan University Department of Tourism and Hospitality Management

Syllabus for Ecotourismsemester (fall/spring) fall year 96

Course Code No.	Course Title	Instructor	Subject	Level of Course	Credits	Hours per Week
	Chinese:生態觀光	Liang-Li Liu	<input type="checkbox"/> required <input checked="" type="checkbox"/> elective	Year: sophomore Class:	2	2
	English: Ecotourism	Course Prerequisites				
Teaching Goals and Content	Tutor students in some chapters of this course, such as definition, principles, development, sustainability, economy, and conflict. Students should understand the importance of ecotourism of tourism industry.					
Teaching Methods	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> practical training <input checked="" type="checkbox"/> discussion <input checked="" type="checkbox"/> question-and-answer <input type="checkbox"/> other (details _____)					
Grading and Evaluation Criteria	midterm 30 %      final 30 %      (class participation + quiz) 40 %					
Textbooks	(author, title, edition, publisher, place of publication, year of publication, pages covered) Davis. A. Fennell. Ecotourism. 1 <sup>st</sup> published. USA. 2000. Pp.315					

## Course Description (including outline and course schedule):

- Week 1 ~ 2 The relationship between tourism and ecology, what is ecotourism?
- Week 3 ~ 4 Global tourism and green industry
- Week 5 ~ 6 Today's ecotourism
- Week 7 ~ 8 The evolution and ecotourism
- Week 9 -10 Sustainability, midterm exam
- Week 11~12 Mutualism and conflict between tourism and ecology
- Week 13~14 difference between traditional-trip and eco-trip
- Week 15~16 Economy and development of village community
- Week 17~18 future of ecotourism in Taiwan, final exam

## Instructions:

- Teachers should fill out this form before the semester begins. After it has been verified by the curriculum committee, the original should be given to the office of curriculum planning and a copy to the head of the department to which the course belongs. In addition, the teacher should explain this syllabus to students at the beginning of a semester.
- This form was approved by the curriculum committee on April 23, 2002.

signature of the convener of the curriculum committee

觀光系  
主任呂美玉Liang-Li Liu Sep/7/2007  
signature of the teacher