

國立臺灣師範大學課程綱要格式

一、課程基本資料（任課教師不可異動部分）

課程代碼	ETM0057	課程名稱	文化觀光管理專題研究
英文課名	Special Topics on Cultural Tourism Management		
全/半年	半年	必/選修	選修
總學分數	3	每週授課時數	3
開課班級			
先修課程			
課程簡介	<p>Cultural Tourism is one of the most important and rapidly expanding sectors in both tourism and culture industries. Through this module, students will acquire the skills necessary to move into a range of career opportunities in cultural tourism sectors, such as cultural practitioners, heritage site managers, festival/ event organizers, museum curators, destination managers and policy planners. It is done by equipping students with solid theoretical ideas in the management, marketing and planning of cultural tourism. This course will also review a variety of successful cases in Europe.</p>		
系所核心能力	（由教務系統課程地圖子系統核心能力維護表帶入）		
課程目標		對應核心能力	
1	具備跨領域分析文化觀光管理之整合知識	1.2	
2	文化觀光管理創新領導與問題解決能力之培養	2.1; 2.2	
3	具備文化觀光從業人員知專業素養	2.3	
4	具備研究歐洲文化觀光之學術能力與批判思考	3.1; 3.2	

二、教學大綱（任課教師可異動部分）

授課教師	（每學期帶入授課教師姓名）
教學進度與主題	

Lecture : Theories and principles of the following topics will be covered

- Cultural tourism: typologies and rationales
- From cultural resources to cultural tourism products
- Cultural attraction's selection process
- Elements of demand in cultural tourism
- Typology of cultural tourists
- Host communities and cultural tourism
- Operational management of cultural attractions
- Cultural tourism: interpretation and representation
- Impact assessment of cultural tourism
- Cultural tourism and urban regeneration
- Globalization, commodification and authenticity
- Cultural events and 'festivalization'
- Sustainable planning for cultural tourism
- Sustainable marketing of cultural tourism

Seminar : Successful case studies of cultural tourism management in Europe

教學方法

方式	說明
<input type="checkbox"/> 講述法	(教師勾選左列教學方式並填寫必要說明)
<input type="checkbox"/> 討論法	
<input type="checkbox"/> 問題解決教學	
<input type="checkbox"/> 合作學習	
<input type="checkbox"/> 實驗/實作	
<input type="checkbox"/> 實地考察、參訪	
<input type="checkbox"/> 媒體融入教學	
<input type="checkbox"/> 專題研究	
<input type="checkbox"/> 其他：	專題演講

評量方法

方式	百分比	說明
<input type="checkbox"/> 作業	10%	
<input type="checkbox"/> 期中考		
<input type="checkbox"/> 期末考		
<input type="checkbox"/> 課堂討論參與	30%	
<input type="checkbox"/> 出席	10%	
<input type="checkbox"/> 報告	50%	

<input type="checkbox"/> 成果展覽		
<input type="checkbox"/> 專題		
<input type="checkbox"/> 其他：		(教師輸入其他評量方法)
<p>參考書目</p>	<p>ATLAS, (2005). <i>Cultural Tourism Research Project 2004: Survey Report</i>. Association for Tourism and Leisure Education.</p> <p>Bendixen, P. (1997). Cultural tourism: Economic success at the expense of culture? <i>International Journal of Cultural Policy</i>, 4 (1), 21-46.</p> <p>Chhabra, D. (2010). <i>Sustainable Marketing of Cultural and Heritage Tourism</i>. Routledge.</p> <p>Girard, L.F. & Nijkamp, P. (2009). <i>Cultural Tourism and Sustainable Local Development</i>. Ashgate.</p> <p>Goodrich, J. N. (1997). Cultural tourism in Europe. <i>Journal of Travel Research</i>, 35(3), 91.</p> <p>Hausmann, A. (2007). Cultural Tourism: Marketing Challenges and Opportunities for German Cultural Heritage. <i>International Journal of Heritage Studies</i>, 13 (2), 170-184.</p> <p>Hughes, H. (2002). Culture and tourism: A framework for further analysis. <i>Managing Leisure</i>, 7 (3), 164-175.</p> <p>Ivanovic, M. (2009). <i>Cultural Tourism</i>. Juta Academic.</p> <p>Jacobsen, K.S. (2003). The Tourist Bubble and the Europeanisation of Holiday Travel, <i>Journal of Tourism and Cultural Change</i>, 1 (1), 71-87.</p> <p>Lacy, J.A. & Douglass, W.A. (2002). Beyond authenticity: The meanings and uses of cultural tourism. <i>Tourist Studies</i>, 2 (1), 5-21.</p> <p>Leslie, D. & Sigala, M. (2005). <i>International Cultural Tourism: Management, Implications and Cases</i>. Butterworth-Heinemann.</p> <p>McKercher, B. & du Cros, H. (2002). <i>Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management</i>. Haworth Press, Binghamton N.Y.</p> <p>McKercher, B. (2002). Towards a classification of cultural tourists. <i>International Journal of Tourism Research</i>, 4, 29-38.</p> <p>McKercher, B., Ho, S. Y., du Cros, H., & So-Ming, B. C. (2002). Activities-based segmentation of the cultural tourism market. <i>Journal of Travel and Tourism Marketing</i>, 12(1), 23-46.</p> <p>Mintel (2004). <i>Cultural and Heritage tourism – International –</i></p>	

November 2004, Mintel , London.

Murphy, C. & Boyle, E. (2006). Testing a conceptual model of cultural tourism development in the post-industrial city: A case study of Glasgow, *Tourism and Hospitality Research*, 6 (2), 111–128.

OECD (2009). *The Impact of Culture on Tourism*, OECD, Paris.

Prentice, R. C., (2001). Experiential cultural tourism, museums and the marketing of new romanticism of evoked authenticity. *Annals of Tourism Research*, 19 (1), 5-26.

Richards, G. & Bonink, C. (1995). Marketing European cultural tourism. *Journal of Vacation Marketing*, 1, 173-180.

Richards, G. & Wilson, J.C. (2006). Developing creativity in tourist experiences: A solution to the serial reproduction of culture? *Tourism Management*, 27 (6), 1209-1223.

Richards, G. (1996). *Cultural Tourism in Europe*, CABI, Wallingford.

Richards, G. (2003). What is Cultural Tourism? in van Maaen, A. (Ed.) *Erfgoed voor Toerisme*. National Contact Monumenten.

Richards, G. (eds.) (2001). *Cultural Attractions and European Tourism*. CABI.

Richards, G. (eds.) (2006). *Cultural Tourism: Global and Local Perspectives*. Routledge.

Richards, G. (eds.) (2010). *Cultural Tourism Research Methods*. CABI.

Robinson, M. & Boniface, P. (eds.) *Tourism and Cultural Conflicts*, CABI, Wallingford.

Robinson, M. & Picard, D. (2006). *Tourism, Culture and Sustainable Development*. UNESCO Cultural Tourism Division, UNESCO, Paris.

Russo, A.P. & van der Borg, J. (2002). Planning considerations for cultural tourism: a case study of four European cities. *Tourism Management*, 23 (6), 631-637.

Ryan, C. (2002). Tourism and cultural proximity: Examples from New Zealand. *Annals of Tourism Research*, 29 (4), 952-971.

Smith, M.K. (2006). *Cultural Tourism in a Changing World*. Multilingual Matters.

Smith, M.K. (2007). *Issues in Cultural tourism Studies*, Routledge, London.

	<p>Steiner, C.J. & Reisinger, C. (2006). Understanding existential authenticity. <i>Annals of Tourism Research</i>, 33 (2), 299-318.</p> <p>Timothy, D. J. (2007). <i>Managing Heritage and Cultural Tourism Resources</i>. Ashgate Pub Co.</p> <p>Wang, N. (1999). Rethinking authenticity in tourism experience. <i>Annals of Tourism Research</i>, 26 (2), 349-370.</p>
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