

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	ETM0064	課程名稱	英國、愛爾蘭文化與觀光專題研究
英文課名	Special Topics on British and Irish Tourism		
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>This course aims to introduce the Tourism development in Britain and Ireland. It starts from basic understanding on the identity formation and history in Britain and Ireland. It will analyze the tourism phenomenon by dividing the geographical and cultural region into England, Wales, Scotland, Northern Ireland, UK and the Republic of Ireland. In each section, some theoretical approaches will be introduced: from hospitality and exchange theory, branding and identity formation, politics of representation, politics of preservation, creativity and culture as well as mobile culture. Then, this course will analyze different types of tourism, from natural tourism, heritage tourism, event tourism, ethnic tourism and creative tourism, supporting by some case studies, from Edinburg festival, London Olympic 2012, Proms to Tate modern and creative Britain.</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	To understand the tourism phenomenon in Britain and Ireland	1.1, 2.1 (由清單下拉勾選)	
2	To understand British and Ireland history and culture under the context of social transformation	3.2, 2.2	
3	To cultivate the critical capacity to analyze tourism in the UK and Ireland	3.1, 3.2	
4	To form capacity to appreciate British and Irish culture	4.1, 4.3	

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		
<p>Week 1. Introducing Tourism in Britain and Ireland</p> <p>Week 2. History making in British and Irish</p> <p>Week 3 Identity, culture and tourism</p> <p>Week 4 Tourism and social transformation</p> <p>Week 5 Tourism in England I: Politics of Heritage</p> <p>Week 6 Tourism in England II: Hospitality and transportation</p> <p>Week 7 Mid-term paper</p> <p>Week 8-9 Tourism in Scotland: 'Scotland the brand'</p> <p>Week 10 Tourism in Wales</p> <p>Week 11 Tourism in Northern Ireland: from dark to creative tourism</p> <p>Week 12 Tourism in Ireland</p> <p>Week 13 Natural tourism: Lake district</p> <p>Week 14 Heritage Tourism: Beamish and Dublin</p> <p>Week 15 Event Tourism: London 2012 and Edinburgh Festival</p> <p>Week 16 Creative tourism: Tate Modern and YBA</p> <p>Week 17 Fieldtrip or Invited speech TBA</p> <p>Week 18 Conclusion</p>		
教學方法		
方式	說明	
<input checked="" type="checkbox"/> 講述法	(教師勾選左列教學方式並填寫必要說明)	
<input checked="" 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：	(教師輸入其他教學方法)	
評量方法		
方式	百分比	說明
V 作業	30%	(教師勾選左列教學方式百分比，並填入必要說明)

<input type="checkbox"/> 期中考		
<input type="checkbox"/> 期末考		
v 課堂討論參與	10%	
v 出席	10%	
v 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)
參考書目	<p>Bell, David. 2010. 'Tourism and Hospitality', in Jamal, Tazim and Mike Robinson, edited, The Sage Handbook of Tourism Studies. London: Sage. Pp. 19-34.</p> <p>Jamal, Tazim and Robinson, Mike. 2010. The Sage Handbook of Tourism Studies. London: Sage.</p> <p>Haldrup, Michael and Jonas Larson. 2010. Tourism, Performance and the Everyday. London; Routledge.</p> <p>Holden, Andrew. 2007. Environment and Tourism 2. London: Routledge.</p> <p>Sharpley, Richard. And Philip R. Stone. 2009. The Dark Side of Travel: the Theory and Practice of Dark Tourism. Bristol: Channel View Publications.</p> <p>Smith, Melanie, 2003. 'Creative tourism', in New Issue of Culture Tourism. London: Routledge.</p> <p>Lyon, David. 2001. Surveillance Society. Milton Keyon: Open University.</p> <p>Urry, John. 2007. Mobilities. London: Polity.</p> <p>Mike Robinson, edited, The Sage Handbook of Tourism Studies. London: Sage. Pp. 254-268.</p> <p>Theory, Culture and Society. 2002. Vol. 19 (Issue 5/6) special issue on the status of object.</p> <p>Macdonald, Sharon 1997. Reimagining Culture: Histories, Identities and the Gaelic Renaissance. London: Berg Publishing.</p> <p>Prior, Nick. 1996. Museums and Modernity: Art Galleries and the Making of Modern Culture. London: Berg publishing.</p> <p>McCrone, David et al. 1995. Scotland-The Brand: The Making of Scottish Heritage. Edinburg: Edinburgh University Press.</p>	

	Mason, Rhiannon. 2007. Museum, nations and identities: Wales and its national museums.
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