

### Basic Information

黃淑芬 Teacher	
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TEL:	03-3507001*3575
Education:	Doctor, Design Culture Unit, Design Science Department, Graduate School of Engineering, Chiba University, Japan
Specialty:	Non-profit organizations and cultural tourism, community tourism, cultural assets, heritage and tourism, cultural industries, leisure product design



### Personal Experience

Experience	Year	Month	Year	Month
大葉大學休閒事業管理學系專任助	2005	02	2006	07
育達商業技術學院日文系專任助理	2003	08	2005	01

### Teaching Outcome: Professional Training

Content	Publication Date
2018-19 Academic Year 1st Semester University-wide Faculty Meeting Data input by Academic Affairs Division on 2018.09.12	2018.09
Faculty member participated in the 2018 Higher Education Enhancement Project- Teaching Demonstration (demonstrated by Dr. Huang, Yung-Chuan) led by TLRC Teaching and Learning Resources Center	2018.05
Faculty member participated in 2017-18 AY Teaching Experience Sharing Seminar (Organized by School of Tourism) led by TLRC Teaching and Learning Resources Center	2018.05
2017-18 Academic Year 2nd Semester University-wide Faculty Meeting Data input by Academic Affairs Division on 2018.03.13	2018.02
Faculty member participated in the 2016-17AY 2nd Semester Course Reconstruction Project Teaching Achievement Result Sharing Activity at EE110 Conference Room on Taoyuan campus on Oct. 17, 2017, led by TLRC and School of Tourism. Teaching and Learning Resources Center	2017.10
Faculty member participated in the 2017 Program for Promoting Teaching Excellence of Universities-Subproject 3 Activity: Freshmen Creativity Workshop (Hosted by Leisure and	2017.10

Recreation Management Department on Sep. 18, 2017), led by TLRC. Teaching and Learning Resources Center	
Faculty member participated in the 2017 Program for Promoting Teaching Excellence of Universities-Subproject 3 Activity: Freshmen Creativity Workshop (Hosted by Leisure and Recreation Management Department on Sep. 18, 2017), led by TLRC. Teaching and Learning Resources Center	2017.10
Faculty member participated in the 2017 Program for Promoting Teaching Excellence of Universities-Subproject 3 Activity: Freshmen Creativity Workshop (Hosted by Leisure and Recreation Management Department on Sep. 18, 2017), led by TLRC. Teaching and Learning Resources Center	2017.09
Faculty member participated in the 2017 Program for Promoting Teaching Excellence of Universities-Subproject 3 Activity: Freshmen Creativity Workshop (Hosted by Leisure and Recreation Management Department on Sep. 18, 2017), led by TLRC. Teaching and Learning Resources Center	2017.09
2017-18 Academic Year 1st Semester University-wide Faculty Meeting Data input by Academic Affairs Division on 2017.09.25	2017.09
Faculty member participated in the 2017 Program for Promoting Teaching Excellence of Universities-Subproject 1 Activity: Seed Teachers Promotion Seminar (Lecture by Dr. Pan, Shwu-Fen) Teaching and Learning Resources Center	2017.06
Faculty member participated in 2016-17 AY Teaching Experience Sharing Seminar (Organized by School of Tourism) led by TLRC Teaching and Learning Resources Center	2017.06
TLRC held Faculty Workshop (Creativity and Creative Teaching) at M104 Conference Room on Taoyuan campus on May 15, 2017. Teaching and Learning Resources Center	2017.05
2016-17 Academic Year 2nd Semester University-wide Faculty Meeting Data input by Academic Affairs Division on 2017.03.13	2017.02
Faculty member participated in the 2015 2nd Semester Course Reconstruction Project Result Sharing Seminar (Organized by School of Tourism) lead by TLRC Teaching and Learning Resources Center	2016.11
2016-17 Academic Year 1st Semester University-wide Faculty Meeting Data input by Academic Affairs Division on 2016.09.09	2016.08
Faculty member participated in the 2016 Program for Promoting Teaching Excellence of Universities-Subproject 1 Activity: Teaching Demonstration and Peer Review (demonstrated by Dr. Lin, Li-ping) lead by TLRC 2016.08.02 Teaching and Learning Resources Center	2016.06
Attend 3-hour Megatrend Lecture Workshop held by School of Tourism on May.17, 2016 at Taoyuan Campus September 26, 2016 input by Institutional Development and Research Section	2016.05

Faculty member participated in the 2016 Program for Promoting Teaching Excellence of Universities-Subproject 1 Activity: Teaching Experience Sharing Seminar (Organized by School of Tourism) lead by TLRC 2016.08.02 Teaching and Learning Resources Center	2016.05
Faculty member participated in the 2016 Program for Promoting Teaching Excellence of Universities-Subproject 1 Activity: Seed Teachers Promotion Seminar (Lecture by Dr. Fang, Yan- bo) lead by TLRC 2016.08.02 Teaching and Learning Resources Center	2016.05
2 hours of Diversified Faculty Promotion Procedure Experience Sharing Workshop hosted by School of Tourism on Taoyuan campus on May 3, 2016 transferred from Human Resources Division on May 18, 2016	2016.05
2015-16 Academic Year 2nd Semester University-wide Faculty and Staff Meeting Data input by Academic Affairs Division on 2016.03.01	2016.02
2015-16 Academic Year 1st Semester University-wide Faculty and Staff Meeting Data input by Academic Affairs Division on 2015.10.22	2015.09
2015-16 Academic Year 2st Semester University-Wide Faculty Meeting Data input by Academic Affairs Division on 2015.06.08	2015.02
Attendance of 3-hour NSC Project Grant Writing Workshop held by School of Tourism on December 9, 2014 at Taoyuan Campus August 25, 2015 input by Institutional Development and Research Section	2014.12
2014-15 Academic Year 1st Semester University-Wide Faculty Meeting Data input by Academic Affairs Division on 2014.09.26	2014.09
Attend 2-hour Industry- Academic Cooperation Workshop held by School of Tourism on May 9, 2014 at Taoyuan Campus Data input by Research and Development Division on 2014.07.16	2014.05
Attend 2-hour MOST Project Grant Writing Workshop held by School of Tourism on March 7, 2014 at Taoyuan Campus Data input by Research and Development Division on 2014.07.16	2014.03
2013-14 Academic Year 2nd Semester University-Wide Faculty Meeting 2014.04.10 Data insert by Academic Affairs Division	2014.02
Attend 2.5-hour MOST Project Grant Writing Workshop held by School of Tourism on December 3, 2013 at Taoyuan Campus Data input by Research and Development Division on 2014.09.26	2013.12
Attend 3-hour NSC Project Grant Writing Workshop held by School of tourism on November 30, 2012 at Taoyuan Campus 2013.01.21 研發處轉	2012.11
Attend 3-hour NSC Project Grant Writing Workshop held by School of tourism on November 2, 2012 at Taoyuan Campus 2013.01.21 研發處轉	2012.11
教資中心於 2010 年 5 月 14 日在桃園校區 FF101 研討室辦理為期 2 小時的教師教學知能研習會活動	2010.05

教資中心於 2009 年 4 月 16 日在桃園校區 FF103 研討室辦理為期 3 小時的教師教學知能研習會活動	2009.04
教資中心於 2008 年 5 月 2 日在桃園校區 P101 遠距教學教室辦理為期 2 小時的教師教學知能研習會活動	2008.05
教師參與教資中心主導之 100 教卓子計畫—教學經驗分享座談會活動(觀光學院主辦) 教資中心資料，匯入 2011.08.15	100 .05

#### Teaching Outcome: Assist in Strategic Teaching Plan

Content	Publication Date
2014-15 Dual Teacher Course	2014.06
2013-14 Promotion of Innovative Teaching Capacity Workshop	2013.05

#### Teaching Outcome: Student Learning Outcome

Content	Publication Date
指導南華大學非營所 94 年入學研究生周秀眉撰寫之 96 年度畢業論文「非營利事業組織營造台中市田心公園之研究」，獲得台中市政府論文佳作獎。	2007.12

#### Research Achievements: Conference Paper

Article Title	Journal Name	Author	Category	Publication Date
非營利事業組織公私協力行銷城市永續環境—以愛·地球博為例	非營利組織管理學刊第八期	黃淑芬		2010.06
大溪における日本領有時代の木工職人の実態	育達人文社會學報	黃淑芬		2004.05

#### Research Achievements: Journal Article

Article Title	Journal Name	Author	Category	Publication Date
桃園縣忠烈祠文化觀光之經營與展望	2011 銘傳觀光研討會「前瞻性領導在觀光、餐旅、休憩文化、教育與管理」	黃淑芬、馬宛蓁		2011.03
看圖說故事：思想起『民俗台灣』—以民藝解說與民藝研究為中心	第五屆亞洲設計文化國際研討會 in 洛陽	黃淑芬		2010.10

遊客對桃園忠烈祠文化觀光之認知與經營展望	2010 第 12 屆休閒、遊憩、觀光學術研討會	馬宛蓁、黃淑芬		2010.09
台灣可持續成長觀光發展之歷史背景	日本設計學會第 57 回研究發表大會概要集	黃淑芬		2010.07
等路：Branding Taiwan 的伴手禮之研究	韓國?地域文化設計國際研討會論文集，韓國慶北設計中心	黃淑芬,林育安 戴湘菱 張宜婷 林盈慈 王雯娟		2009.11
非營利事業組織公私協力行銷城市永續環境—以愛·地球博為例	兩岸青年學者論壇，兩岸青年學者論壇論文集	黃淑芬		2009.09
台灣第三部門組織之發展與社造觀光-以新故鄉文教基金會為例	2008 文化創意產業發展新趨勢國際研討會論文集	黃淑芬		2008.12
傳家寶刀：地域品牌行銷文化觀光—以日本京都的鴨川納涼為例	第五屆服務業管理與創新研討會論文集	黃淑芬		2008.11
老葫蘆心創意：社區產業開展地方品牌之研究—以葫蘆墩漆藝為例	2008 文化商品與展示設計國際研討會論文集。雲林科技大學生活創意生活設計學系。	黃淑芬		2008.06
葫蘆裡賣什麼藥？文化創產業啟動城市創造力之研究—以台中縣的葫蘆墩為例	第八屆運動與休閒管理國際學術研討會	黃淑芬		2008.05
台灣的驕傲-理想與現實的總統文化獎	第三屆地方資源活用與地域振興亞洲國際研討會論文集	黃淑芬		2007.10
白川鄉合掌造文化觀光與文化資產之研究	2006 提升觀光休憩人立及行銷競爭力國際學術研討會	黃淑芬		2006.10
以國民信託展開文化觀光之初探—日本知床半島從百平方公尺運動到世界文化遺產之路	2006 兩岸休閒暨旅遊發展研討會	黃淑芬		2006.10
非營利事業組織展開文化觀光之初探—以「日本大正村」為例	第七屆非營利組織管理研討會	黃淑芬		2006.06

地方形象商圈再發展之問題初探—以豐原廟東小吃為例	2006 第三屆台灣地方鄉鎮觀光產業發展與前瞻學術研討會	黃淑芬、蕭惠勻		2006.05
在社區發展之歷史脈絡中 NPO 的影響—以屏東縣黎明文教發展協會為例	2006 第三屆台灣地方鄉鎮觀光產業發展與前瞻學術研討會	黃淑芬、林純妃		2006.05
回顧近年來台灣之社區總體營造—以文建會為例	2006 行銷與流通管理論壇學術暨實務研討會	黃淑芬、鄭惠玲		2006.04
NPO 影響社區發展之初探—以屏東縣黎明文教發展協會為例	2006 行銷與流通管理論壇學術暨實務研討會	黃淑芬、林純妃		2006.04
形象商圈的設置對社區居民生活之影響—以內灣社區為例	2006 行銷與流通管理論壇學術暨實務研討會	黃淑芬、林怡君		2006.04
日本志工與賑災案例	921 社區遊學工作坊研討會	黃淑芬		2004.12

#### Teaching Achievements:Other Publication

Article Title	Journal Name	Author	Publication Date
一衣帶水の絆—歴史から見た台湾観光の変遷	観光ビジネス論 (ミネルヴァ書房)	黃淑芬	2010.06
變，永恆的不變：文化創意產業的萬花筒	視界—2008 臺灣工藝創意產業年報	黃淑芬	2008.08
好一個驚嘆號—菩提長青村。一個老人福利社區的營造	行政院文化建設委員會	黃淑芬	2004.12
文化創意產業。是怨？還是願？	文化創意產業實務全書	黃淑芬	2004.12
第二屆總統文化獎得獎者專輯	中華文化復興運動總會	黃淑芬編著	2003.12
回甘的新港漫步香	第二屆總統文化獎得獎者專輯	黃淑芬	2003.12
重建區社區總體營造「文史資源調查教案」	行政院文化建設委員會	黃淑芬編著	2003.05

#### Research Achievements:Research Project

Project Title	Funding Source	Year/Months Implemented	Publication Date
2006/05/01 至 2006/12/31 葫蘆墩生活工藝扶植計畫,規劃團隊主持人	文建會,國立台灣工藝研究所	07/12	2006.07
2005/01/12 至 2005/12/31 生活工藝運動大展國際論壇,計畫主持人	文建會國立台灣工藝研究所	12/12	2005.12
2005/01/12 至 2006/01/22 生活工藝運動大展策展規劃,協同主持人	文建會國立台灣工藝研究所	12/12	2005.01

### Service and Counseling:Counseling Service Planning

Content	Publication Date
2018 University Expo : 2018 University Expo	2018.7
See MCU : See MCU	2018.3
Learning Group Intorduction : Learning Group Intorduction	2017.9
SEE MCU : SEE MCU	2017.03
Mock Interview : Mock Interview	2017.02
University Exposition : University Exposition	2017.02
Ping Jen Senior High School Learning Group Intorduction	2016.06
See MCU	2016.03
參與 97 學年度教學卓越計畫子計畫一一學科教學手冊之「志工服務管理」	2008.08

### Service and Counseling:Counseling Capacity Workshop

Academic Year	Semester	Activity Name	Activity Type	Organizers	Hours	Start Date	End Date
107	1	全校導師研習會	研習會	學務處	3.0	1070904	1070904
106	2	導師輔導知能研討會二：戰勝網路成癮的輔導策略	講座	前程規劃處： (桃) 諮商輔導	2.0	1070511	1070511
106	2	導師輔導知能研討會一：職涯輔導能力提升的重要	講座	前程規劃處： (桃) 諮商輔導	2.0	1070330	1070330
106	2	全校導師研習會	研習會	學務處	3.0	1070223	1070223
106	1	全校導師研習會	研習會	學務處	3.0	1060913	1060913

106	1	導師輔導知能研討會一：兩岸職場觀	講座	前程規劃處： (桃) 諮商輔導	2.0	1061006	1061006
105	2	導師知能研討會二：從企業角度淺談學生輔導與職涯發展	講座	前程規劃處： (桃) 諮商輔導	2.0	1060512	1060512
105	2	全校導師研習會	研習會	學務處	3.0	1060216	1060216
105	1	全校導師研習會	研習會	學務處	3.0	1050831	1050831
104	2	全校導師研習會	研習會	學務處	3.0	1050218	1050218
104	1	全校導師研習會	研習會	學務處	3.0	1040909	1040909
103	2	全校導師研習會	研習會	學務處	3.0	1040225	1040225
103	1	運用焦點解決理念與方法於學生輔導工作	講座	前程規劃處： (桃) 諮商輔導	2.0	1031017	1031017
103	1	103 學年度第 1 學期 全校導師研習會	研習會	學務處	3.0	1030910	1030910
102	1	職場新趨勢-就業卡位戰	講座	前程規劃處： (桃) 諮商輔導	2.0	1021025	1021025
101	2	導師輔導知能研習三 —好眠工作坊，失眠、壓力的調適	講座	前程規劃處： (桃) 諮商輔導	2.0	1020531	1020531
101	2	101 學年度第 2 學期 全校導師研習會	研習會	學務處	3.0	1020219	1020219
101	1	101 學年度第 1 學期 全校導師研習會	研習會	學務處	3.0	1010905	1010905
101	1	導師輔導知能研習二 透視職場趨勢-創造職能競爭力	講座	前程規劃處： (桃) 諮商輔導	2.0	1011026	1011026
100	2	服務學習種子成長營：服務學習課程反思帶領技巧	服務學習講座	前程規劃處： (桃) 服務學習	1.5	1010504	1010504
100	2	100 學年度第 2 學期 全校導師研習會	研習會	學務處	3.0	1010210	1010210
100	1	100 學年度第 1 學期 全校導師研習會	研習會	學務處	3.0	1000831	1000831
100	1	導師輔導知能研討會 —情緒管理	講座	前程規劃處： (桃) 諮商輔導	2.0	1000930	1000930



099	2	導師輔導知能研習 (二)UCAN 平台看職 能診斷與養成	講座	前程規劃處： (桃) 諮商輔導	2.0	1000422	1000422
099	2	99 學年度第 2 學期全 校導師研習會	研習會	學務處	3.0	1000215	1000215
098	2	導師輔導知能研討會- 職涯魔法師~導師職 涯輔導	講座	前程規劃處： (桃) 職涯輔導	2.0	0990423	0990423
098	2	98 學年度第 2 學期全 校導師研習會	研習會	學務處	3.0	0990222	0990222
098	2	98 下導師輔導知能 (一)	講座	前程規劃處： (桃) 諮商輔導	2.0	0990319	0990319
098	1	導師輔導知能研討會 —悲傷與失落輔導	講座	前程規劃處： (桃) 諮商輔導	2.0	0981204	0981204
098	1	新生家長座談會	講座	(桃) 前程規劃 處	0.5	0981128	0981128
097	2	全校導師研習會	講座	(北) 前程規劃 處	3.5	0980216	0980216
097	1	導師輔導知能研討會 (一)：教師優質情緒 管理	講座	前程規劃處： (桃) 諮商輔導	2.0	0971017	0971017

#### Service and Counseling:Other

Content	Publication Date
MCU 61th Anniversary Celebration Ceremony : MCU 61th Anniversary Celebration Ceremony	2018.03
MCU 60th Anniversary Celebration Ceremony : MCU 60th Anniversary Celebration Ceremony	2017.03
MCU 59th Anniversary Celebration Ceremony : MCU 59th Anniversary Celebration Ceremony	2016.03
MCU 58th Anniversary Celebration Ceremony : MCU 58th Anniversary Celebration Ceremony	2015.03