

朝陽科技大學 091學年度第1學期教學大綱
Psychology and Behavior in Leisure 休閒觀光心理與行為研究

當期課號	7356	Course Number	7356
授課教師	羅鳳恩	Instructor	LO,FENG EN
中文課名	休閒觀光心理與行為研究	Course Name	Psychology and Behavior in Leisure
開課單位	休閒事業管理系碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程主要目的希望經由教授遊客從事觀光活動的遊憩動機、需求與行為等內容；觀光規劃者進行空間設計所應注意的人類心理與行為研究分析；以及觀光經營管理者所應具有的服務心理學等課程，讓學生了解休閒空間心理與行為基本知識。	Objectives	The course divides three parts: the motives, needs and behaviors of tourists; the environmental psychology that designers concern; and the service psychology of managers.
教材	授課講解，幻燈片、投影片教學與討論。	Teaching Materials	Lecture, projector, VCR, VCD, Discussion.
成績評量方式	1.出席率 20% , 2.上課情形 10% , 3.隨堂抽問 20% , 4.期中考 20% , 5.書面報告30%。	Grading	1.Attendance rate 20% 2.Proficiency at class 10% 3.Quiz 20% 4. Middle examination 20% 4.Final report 30%.
教師網頁	-	Syllabus	What and Psychological and Behavioral Studies? Through understanding the importance and theories of Psychological and Behavioral Studies to research the motivation of taking leisure activities. The short-term purpose is to help students finishing MS. thesis. The long-term purpose is to help resolving psychological and physical problems or increasing the business opportunities of leisure and recreation industries. In addition, the other long-term purpose is to increase the job opportunities and GDP.
教學內容	何謂休閒心理學？瞭解並學習休閒心理與行為之重要性及理論，以便研究人類從事休閒活動之動機，近程可幫助學生完成相關論文，遠期可使需要幫助之人們解決心理或生理問題、或幫助休閒產業增加業務機會及營業額、進而促進人民之就業率及提高國民所得。		

尊重智慧財產權，請勿非法影印。