

朝陽科技大學 092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

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| 當期課號 | 7271 | Course Number | 7271 |
| 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，與討論。 | Teaching Materials | Lecture, projector, 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.期末考30%。 | Grading | 1.Attendance rate 20% 2.Proformance at class 10% 3.Quiz 20% 4. Middle examination 20% 4.Final examination 30%. |
| 教師網頁 | - | | |
| 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。 | Syllabus | What and Psychological and Behavioral Studies? Through understanding the importance and theories of Psychological and Behavioral Studies to research the motavaion 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 bussiness opportunities of leisure and recreation industries. In addition, the other long-term purpose is to increase the job opportunities and GDP. |

尊重智慧財產權，請勿非法影印。