

**朝陽科技大學 094學年度第1學期教學大綱**  
**Recreation Marketing 遊憩市場學**

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|---------------|--|---------------------------|---|
| <b>當期課號</b>   | 7265   | <b>Course Number</b>      | 7265  |
| <b>授課教師</b>   | 趙芝良  | <b>Instructor</b>         | CHAO, CHIH LIANG  |
| <b>中文課名</b>   | 遊憩市場學  | <b>Course Name</b>        | Recreation Marketing  |
| <b>開課單位</b>   | 建築及都市設計研究所碩士班一A  | <b>Department</b>         |   |
| <b>修習別</b>    | 選修   | <b>Required/Elective</b>  | Elective  |
| <b>學分數</b>    | 3  | <b>Credits</b>            | 3   |
| <b>課程目標</b>   | 本課程內容將以介紹遊憩市場及管理之相關理論為基礎，將針對特定主題進行深入探討，並透過研究性期刊之閱讀，進行理論與研究應用的聯結，期能提供遊憩及觀光管理與設計規劃的背景基礎；同時建構未來從事相關研究的基礎。   | <b>Objectives</b>         | The purpose of this course is to introduce the theory related with recreation marketing and management. It will focus on the exploring of the specific topics and study the research paper on the related journal. The objectives of this course are to provide the base of to construct the research and fulfill the demand of future application for recreation planning and activity design. |
| <b>教材</b>     | 1.Manning, R. E. (1999). Studies in outdoor recreation: Search and research for satisfaction (2nd ed.). Corvallis, OR: Oregon State University Press. 2.Hammit, W. E., Cole, D. N. (1998). Wildland Recreation: Ecology and Management (2nd ed.). John Wiley & Sons, Inc. 3.Cordell, H. K. (1999). Outdoor Recreation in American Life: A National Assessment of Demand and Supply Trends. Sagamore Publishing Champaign, Il. 4.中英文各相關學術期刊暨論文，詳見進度表。 | <b>Teaching Materials</b> |   |
| <b>成績評量方式</b> | 1.期中報告（四篇；書面）：40%<br>2.期末報告（一篇；含口頭及書面）：30%<br>3.上課討論參與程度（含『摘要與討論問題』、『單元議題討論主持』）：30%  | <b>Grading</b>            | 1.Mid-Term (Writing Report): 40%<br>2.Final-Exam (Including Oral Report and Writing Report): 30%<br>3.Class Participation : (including leading discussion and writing questions and thoughts) : 30%   |
| <b>教師網頁</b>   | -  |                           |   |
| <b>教學內容</b>   | 單元1.遊憩市場規劃理論<br>單元2.生態與地景變遷與遊憩市場規劃技術<br>單元3.遊憩市場環境與使用者知覺元素<br>單元4.遊憩市場效益導向評估   | <b>Syllabus</b>           | Unit 1: The Theoretical Knowledge of Recreation Planning.<br>Unit 2: The Skill of Ecological and Landscape Change in Recreation Planning.<br>Unit 3: The Cognition Elements of Recreation Marketing.<br>Unit 4: The Benefit Base Management of Recreation Environments.   |

尊重智慧財產權，請勿非法影印。