

朝陽科技大學 095學年度第1學期教學大綱
Introduction to Leisure, Recreation, and Tourism 休閒遊憩觀光概論

當期課號	3339	Course Number	3339
授課教師	葉美智	Instructor	YEH,MEI CHIH
中文課名	休閒遊憩觀光概論	Course Name	Introduction to Leisure, Recreation, and Tourism
開課單位	休閒事業管理系(二進)三A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	1.配合休閒概論性的課程需求，從哲理、心理層面、以及社會學觀點來解析當代休閒領域的議題。 2.本課程之教學目的是幫助學生瞭解體認休閒遊憩增進人類健康；觀光旅遊促進國際友誼的重大意義，並論及休閒觀光事業未來的發展及趨勢。	Objectives	1.Introduction to tie in with the leisure needs of the curriculum, from the philosophical to the psychological level, as well as the sociological perspective to resolve the areas of contemporary leisure issues. 2. The main purpose of this course is to help students: (1) Realize that leisure and recreation can increase the body and mental health and that tourism can promote international friendship. (2) The future development and trend of leisure, recreation, and tourism industry.
教材	休閒遊憩概論 陳思倫、歐聖榮、林連聰編著	Teaching Materials	Chen, S.L.; S.J.Ou and L.C.Lin The introduction of leisure recreation.
成績評量方式	期中考30% 期末考30% 報告20% 出席20%	Grading	midterm exam. 30% final exam. 30% assingments 20% attendance 20%
教師網頁	-		
教學內容	第一章 休閒遊憩概論 第二章 遊憩資源 第三章 觀光遊憩資源之開發 第四章 休閒遊憩需求理論 第五章 休閒遊憩參與影響因子 第六章 風景遊憩區規劃 第七章 遊憩評估 第八章 風景遊樂區經營管理及問題 第九章 休閒遊憩經濟分析 第十章 休閒遊憩行銷 第十一章 遊憩活動的企劃 第十二章 遊憩人力資源管理與問題 第十三章 遊憩研究方法與未來方向	Syllabus	Ch1.The introduction of leisure and recreation. Ch2. Recreation resources. Ch3. The development of toursim and recreation resources. ch4. Leisure and recreation need theory. ch5. The factors of leisure and recreation participation. Ch6. The planning of scenic recreation area. Ch7. Recreation evaluation. Ch8. Scenic area management and problems. Ch9. The economic analysis of leisure recreation. Ch10.The marketing of leisure recreation. Ch11.The planning of recreation activities. Ch12.Human resources management and problems. Ch13.Recreation research methods and the orientation of the future.

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