朝陽科技大學 096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	3301	Course Number	3301
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	本課程之教學目的，在於訓練學生對休閒遊憩之定義及內涵，及其與觀光之關係。並介紹休閒服務系統內所包含的各種次系統，及其所衍生出的產品種類、產品型式、機構、產品線、產品、及品牌。再進一步說明在休閒遊憩系統規劃時，所須注意的各種供給面（如自然資源、人文資源、人工設施）及需求面（如Maslow之需要階層、遊憩參與阻礙、利益追尋等）之影響因子。	Syllabus	The major purpose of this course is to describe state-of-the-art planning and management principles for Leisure and recreation. At least six parts to education for "Indroduction of Leisure and Recreation" are need in this course. 1.Overviewof the Leisure and Recreation Industry 2.Goverment Role and Public Policy 3.Leisure and Recreation Development 4.Selling Travel 5.Transportation Services 6.Hospitality and Related Services.

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