# 朝陽科技大學 096學年度第1學期教學大綱
# Recreation Resources Inventory and Planning 休閒資源調查與規劃研究

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| 當期課號 | 7644 | Course Number | 7644 |
| 授課教師 | 葉美智 | Instructor | YEH,MEI CHIH |
| 中文課名 | 休閒資源調查與規劃研究 | Course Name | Recreation Resources Inventory and Planning |
| 開課單位 | 休閒事業管理系碩士在職專班一A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 探討休閒及觀光資源調查及規劃之相關問題，瞭解相關理論之應用技巧。 | Objectives | In this course, Introduce the concept of a resource Inventory and its classification, We focus on the terinnlogy and definitions that underpin the study of tourism planning. |
| 教材 | 觀光遊憩資源規劃，李銘輝、郭建興著。揚智文化出版社。 | Teaching Materials | Tourism and recreation resources planning. Lee Ming-Hwai and Gou Gang-Hsing. Young-Chih published. |
| 成績評量方式 | 小組報告60% 課堂參與20% 平時作業20% | Grading | Team work 60% Participation 20% Homework 20% |
| 教師網頁 | | | |
| 教學內容 | 整體教學內容分理論與實務兩大部分，課程安排如下：<br><br>第一單元 緒論<br>1.休閒資源之基本概念<br>2.休閒資源之類型<br>3.休閒資源系統規劃原理<br><br>第二單元 資訊之收集、調查與分析<br>1.休閒資源規劃之資訊系統<br>2.休閒活動市場需求面資訊分析<br>3.休閒資源供給面資訊分析<br>4.政府機制面資訊分析<br>5.投資經理面資訊分析<br><br>第三單元 計畫之研擬與評估<br>1.規劃課題與目標<br>2.休閒資源供需量之預測方法<br>3.發展構想之研擬<br>4.規劃方案之研擬<br>5.規劃方案之評估<br>6.環境影響評估<br>7.電腦輔助規劃之應用<br><br>第四單元 計畫之執行<br>1.財務計畫之研擬<br>2.經營管理之研擬<br><br>第五單元 各類案例介紹 | Syllabus | Unit 1: Introduction<br>1.Basic concept of leisure resources.<br>2.The classification of leisure resources.<br>3.The theories of leisure resources planning.<br><br>Unit 2:Information collection, inventory and analysis.<br>1.The information system ofleisure resources planning.<br>2.Information analysis of recreation activities marketing need.<br>3.Information analysis of recreation resources supply.<br>4.Information analysis of government mechanism<br>5.Information analysis of investing management<br><br>Unit 3:Program Design and Assessment<br>1.Planning issues and objectives.<br>2.The prediction method of recreation resources supply and demand.<br>3.The development concept proposed.<br>4.Alternatives proposed.<br>5.Alternative evaluation.<br>6.Environmental assesdevelopment concept sment.<br>7.Computer aid application of planning.<br><br>Unit 5: Program Implementation.<br>1.Fincial plan<br>2. Management plan.<br><br>Unit 6: Case studies |

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