# 朝陽科技大學 096學年度第2學期教學大綱
# Comprehensive Evaluation and Planning for Recreation 遊憩資源調查與規劃

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| 當期課號 | 3304 | Course Number | 3304 |
| 授課教師 | 葉美智 | Instructor | YEH,MEI CHIH |
| 中文課名 | 遊憩資源調查與規劃 | Course Name | Comprehensive Evaluation and Planning for Recreation |
| 開課單位 | 休閒事業管理系(四進)三A | Department | |
| 修習別 | 必修 | Required/Elective | Required |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 本課程知教學目的，在於訓練學生對環境資源調查分析規劃及能力，並透過規劃理論課程之講解使學生之道如何運用規劃理論及方法，適切合理地應用於休閒遊憩環境之塑造。課程之規劃，主要包括下列三個主軸: 1.在傳統的環境規劃架構中導入遊憩規劃理論2.在規劃架構中導入有關服務性產業經營管理概念3.將不同的自然與人文科學之專業理論與概念融入於規劃之中。 | Objectives | The major purpose of this course is to describe state-of-the-art planning principles for recreation and some recreation planning accomplishments. At least three approaches to education for recreation planning are need in this course. First, adding the basic recreation planning principles and practices to the traditional planning curricula. Second, modify the curriculum with schools of hospitality management. Third, adding the planning relationships of many other disciplines to curriculum. |
| 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 | 期中考25% 期末考25% 期末報告30% 出席10% 平時作業10% | Grading | Midterm 25% Final 25% Term paper 30%Participation 10% Home work 10% |
| 教師網頁 | | | |
| 教學內容 | 第一部分 導論<br>第一章 觀光遊憩資源之基本概念<br>第二章 觀光遊憩資源之類型<br>第三章 觀光遊憩資源系統規劃原理<br><br>第二部分 資訊之收集、調查與分析<br>第四章 觀光遊憩資源規劃之資訊系統<br>第五章 觀光遊憩活動市場需求面資訊分析<br>第六章 觀光遊憩資源供給面資訊分析<br>第七章 政府機制面資訊分析<br>第八章 投資經理面資訊分析<br><br>第三部分 計畫之研擬與評估<br>第九章 規劃課題與目標<br>第十章 觀光遊憩供需量之預測方法<br>第十一章 發展構想之研擬<br>第十二章 規劃方案之研擬<br>第十三章 規劃方案之評估<br>第十四章 環境影響評估<br>第十五章 電腦輔助規劃之應用<br><br>第四部分 計畫之執行<br>第十六章 財務計畫之研擬<br>第十七章 經營管理之研擬 | Syllabus | Part I: Introduction<br>Ch 1.Basic concept of tourism and recreation resources.<br>Ch 2.The classification of tourism and recreation resources.<br>Ch 3.The theories of tourism and recreation resources planning.<br><br>Part II:Information collection, inventory and analysis.<br>Ch 4.The information system of tourism<br>and recreation resources planning.<br>Ch 5.Information analysis of recreation activities marketing need.<br>Ch 6.Information analysis of recreation resources supply.<br>Ch 7.Information analysis of government mechanism<br>Ch 8.Information analysis of investing management<br>Part III. Program Design and Assessment<br>Ch 9.Planning issues and objectives.<br>Ch 10.The prediction method of recreation resources supply and demand.<br>Ch 11.The development concept proposed.<br>Ch 12.Alternatives proposed.<br>Ch 13.Alternative evaluation.<br>Ch 14.Environmental assesdevelopment<br>concept sment.<br>Ch 15.Computer aid application of |

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| | | | planning.<br>Part IV. Program Implementation.<br>Ch 16.Fincial plan<br>Ch 17. Management plan. |

尊重智慧財產權，請勿非法影印。