

朝陽科技大學 097學年度第1學期教學大綱  
Trends of Leisure Industry 休閒產業趨勢分析

當期課號	3282	Course Number	3282
授課教師	李坤生	Instructor	LI,KUN SHENG
中文課名	休閒產業趨勢分析	Course Name	Trends of Leisure Industry
開課單位	休閒事業管理系(四進)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	討論與講授分析國內休閒產業發展與趨勢。	Objectives	Analysis and dicussion the development and trend of leisure industry in taiwan.
教材	1.陳宗玄和張瑞琇(2008),休閒遊憩產業概論,揚智文化事業(股)公司,初版	Teaching Materials	1.Introduction to Leisure and Recreation Industry,Chen,Tzong Shyuan & Chan,Jui Hsiu,Yang Chih Book Co.,Ltd.
成績評量方式	1.課程參與(30%) 2.期中考(30%) 3.期末報告: (1)口頭報告(20%) (2)書面報告(20%)	Grading	1.Class participation(30%) 2.Mid-term Exam(30%) 3.Final Group Project.(40%) (1)Presentation(20%) (2)Paper Report(20%)
教師網頁	-		
教學內容	<p>本課程的目標在使學生對休閒產業的發展趨勢能廣泛性的了解並培養學生具有分析與解決休閒產業新趨勢問題之能力.本課程包含下列四大主題:</p> <ol style="list-style-type: none"> <li>1.休閒產業概論</li> <li>2.觀光產業發展趨勢分析</li> <li>3.戶外休憩產業發展趨勢分析</li> <li>4.非營利休憩產業發展趨勢分析</li> </ol>	Syllabus	<p>The objective of the course is to provide students with acomprehensive understanding of leisure and recreation industry,and to develop students`abilities to analyze and resolve problems in a new leisure and recreation industry context.There are 4 main topics in the course as follow:</p> <ol style="list-style-type: none"> <li>1.Overview of leisure and recreation industry</li> <li>2.Analysisthe development and trend of tourism and travel industry</li> <li>3.Analysisthe development and trend of outdoor leisure and recreation industry</li> <li>4.Analysisthe development and trend of non-profit leisure and recreation industry</li> </ol>

尊重智慧財產權，請勿非法影印。