# 朝陽科技大學 097學年度第2學期教學大綱
# Planning and Evaluation on leisure Activity 休閒活動設計與評估

| 當期課號 | 7110 | Course Number | 7110 |
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| 授課教師 | 張君如 | Instructor | CHANG,CHUN JU |
| 中文課名 | 休閒活動設計與評估 | Course Name | Planning and Evaluation on leisure Activity |
| 開課單位 | 休閒事業管理系碩士班一A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 透過議題討論,參訪,及實際地參與活動企劃,學習活動設計與評估之基本理念與應用,培養學生對於休閒活動設計之能力。 | Objectives | Developing a Program Pricing Philosophy Determining Program Costs Pricing Program Services. |
| 教材 | 1.Rossman, J.R. , & Schlatter, B.E.（2000），Recreation programming: designing leisure experiences (3rd Edition). Champaign, IL: Sagamore Publishing.<br>2. Edginton, C. R., Hanson, C.J., Edginton, S. R., & Hudson, S.D.(?). Leisure programming: A service-centered and benefits approach (3rd). The McGraw-Hill Companies, Inc.<br>2. Rohnke & Butler (1995). QuickSliver: adventure games, initiative problems, truast activities and a guide to effective leadership.Project Adventure Inc.<br>3. Ewert (1989). outdoor adventure pursuits: foundations, models, and theories. Publishing Horizons, Inc. | Teaching Materials | 1.Rossman, J.R. , & Schlatter, B.E.（2000），Recreation programming: designing leisure experiences (3rd Edition). Champaign, IL: Sagamore Publishing.<br>2. Edginton, C. R., Hanson, C.J., Edginton, S. R., & Hudson, S.D.(?). Leisure programming: A service-centered and benefits approach (3rd). The McGraw-Hill Companies, Inc.<br>2. Rohnke & Butler (1995). QuickSliver: adventure games, initiative problems, truast activities and a guide to effective leadership.Project Adventure Inc.<br>3. Ewert (1989). outdoor adventure pursuits: foundations, models, and theories. Publishing Horizons, Inc. |
| 成績評量方式 | 休閒活動操作與執行（30%）<br>文獻報告及討論(40%)<br>校外教學及休閒活動評估報告 (30%) | Grading | leisure activities implementation (30%）<br>literature and disscution (40%)<br>observation and evaluation (30%) |
| 教師網頁 | 數位教材網：http://163.17.8.246/xms/index.php?reload=1&favoriteMode=2&view=news/list.php | | |
| 教學內容 | 第一章 基本活動企劃概念<br>第二章 人們如何體驗休閒<br>第三章 情境活動系統的六個關鍵元素<br>第四章 效益基礎企劃法<br>第五章 發展休閒服務產品<br>第六章 運用目標企劃法發展活動<br>第七章 發展活動機構的企劃使命<br>第八章 撰寫活動經營管理目標<br>第九章 獲得客戶資料<br>第十章 活動設計<br>第十一章 創意企劃<br>第十二章 準備活動企劃<br>第十三章 活動促銷方法<br>第十四章 活動報名程序<br>第十五章 活動執行的人事管理與督導<br>第十六章 發展活動定價哲學<br>第十七章 確定活動成本<br>第十八章 活動服務的定價<br>第十九章 活動評估方法<br>第二十章 五種活動評估模式<br>第二十一章 活動服務的決策 | Syllabus | section one: recreation programming<br>1: basic programming concepts<br>2: how individuals experience leisure<br>3: six key elements of a situated activity system<br>4: benefits-based programming<br>5: developing leisure service products<br>6: using goal and objective technology in program development<br>7: developing the agency's programming mission<br>8: writing program management goals<br>9: obtaining client input<br>10: program design<br>11: creative programming<br>12: preparing the program plan<br>13: techniques for program promotion<br>14: registration procedure<br>15: staffing and supervising program operation<br>16: developing a program pricing philosophy<br>17: determining program costs<br>18: pricing program costs<br>19: program evaluation techniques<br>20: five program evaluation models<br>21: making decisions about program |

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| | | section two: adventure leadership<br>1. the leader's role<br>2. elements of a successful program<br>3. functional leadership<br>4. core leadership functions<br>5. element of a good debrief<br>6. doing debrief with your own style<br>7. game change:making something old into something new<br>8. activities: ice breakers; warm-up; games; initiatives; variations; trust; stunts; closing/ framing<br><br>section three: reading<br>1. risk-seeking, motivation, and fear in outdoor adventure pursuits<br>2. modles and theories in outdoor adventure pursuits<br>3. research and evaluation in outdoor adventure pursuits |