朝陽科技大學 097學年度第2學期教學大綱
Leisure Service Administration and Policy 休閒產業政策研究

當期課號	7623	Course Number	7623
授課教師	鄭政宗	Instructor	CHENG,CHENG CHUNG
中文課名	休閒產業政策研究	Course Name	Leisure Service Administration and Policy
開課單位	休閒事業管理系碩士在職專班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	此課程主要著重在休閒、觀光的政策與研發， 啓發學生的智能與提升專業能力，提供學生高階的休閒專業知識， 使之成爲休閒觀光業界中，優秀的經營管理人才。	Objectives	It"s focus on the policy and developing of recreation and sightseeing.
教材	Hall， C.M.，1994，Tourism and Politics -- policy ，power and place. (John Wiley & Sons，University of Canberra，Australia.) Pearce，D.G.，1992，Tourism Organizations. (John Wiley & Sons，University of Canterbury , New Zealand.) Johnson，P.S. and Thomas，R.B. edited，1993，Perspectives on Tourism Policy. (Mansell，Durham University)	Teaching Materials	Hall， C.M.，1994，Tourism and Politics -- policy ，power and place. (John Wiley & Sons，University of Canberra，Australia.) Pearce，D.G.，1992，Tourism Organizations. (John Wiley & Sons，University of Canterbury , New Zealand.) Johnson，P.S. and Thomas，R.B. edited，1993，Perspectives on Tourism Policy. (Mansell，Durham University)
成績評量方式	平時考核10%，討論與報告15%，期中與期末考55%，學期報告20%	Grading	1.attendance:10% 2.discussion participation and presentation 15% 3.examination:55% 4.term paper:20%
教師網頁			
教學內容	1-2週 觀光休閒產業政策概論 3-4週 台灣觀光休閒政策發展及研討 5-6週 觀光政策規劃 7-12週 政策分析 -- Casino & Timeshare 13-17週 政策分析 -- Environment policy 18週 政策研究方法	Syllabus	Week1-3 The principles of policy making Week4-6 The analyses of leisure education policies in Taiwan Week7-9 The analyses of agricultural leisure policies in Taiwan Week10-12 The analyses of recreation sports policies in Taiwan Week13-15 The analyses of cultural leisure policies in Taiwan Week15-18 The analyses of tourism policies in Taiwan

尊重智慧財產權，請勿非法影印。